

# HOW TO WIN THE MARKETS OF THE NEW WEST

METROPOLITAN  
D A K L A N D A R E A  
C A L I F O R N I A

Geographic Places

D A K L A N D

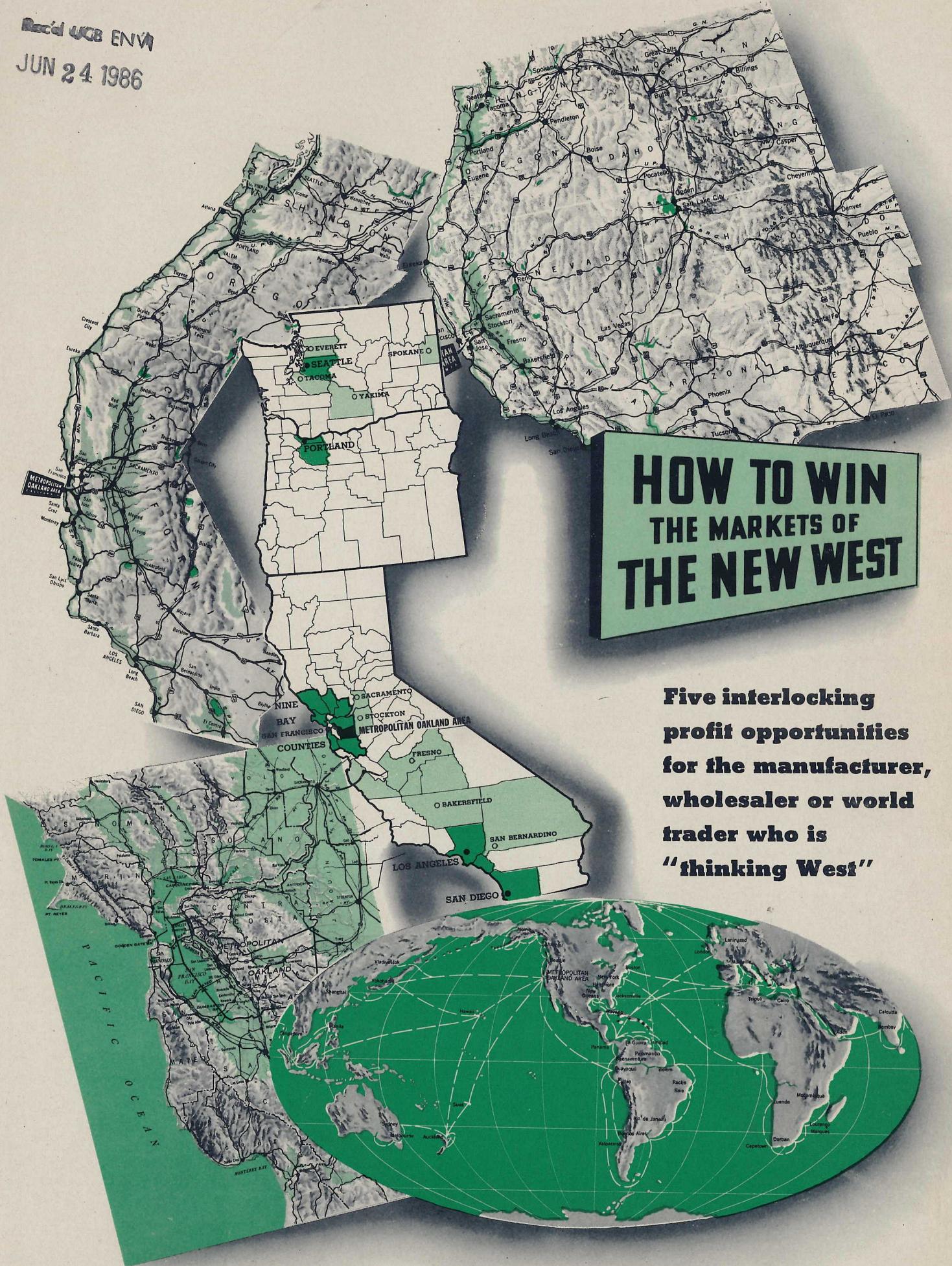
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MISSION SAN JOSE DE GUADALUPE, "the birthplace of Alameda County," was founded in 1797 by the Franciscan Fathers, and grew to be second largest in the chain of twenty-one missions that extended from San Diego to Sonoma, "a day's travel apart." As early as 1820 the King of Spain, and later the Mexican Government, made large grants of farm land and forest to Spanish settlers. From the struggling villages on these "Spanish grants" have developed the cities and towns and rural communities which now form Metropolitan Oakland Area, Alameda County, California.

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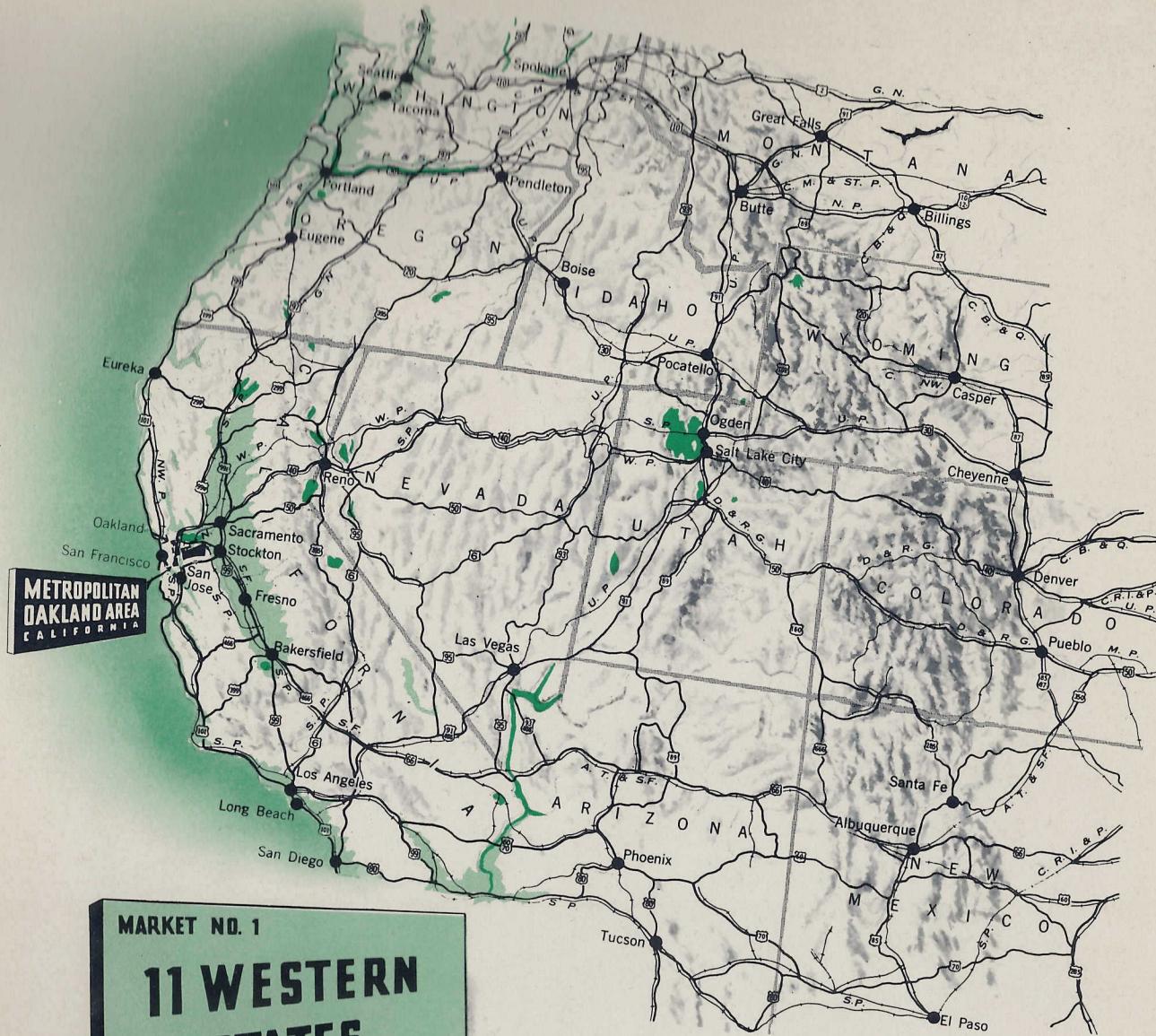
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LOOKING WEST from an altitude of 6,000 feet. Beyond mile-long Lake Merritt is Oakland business and shopping center. In middle distance (left to right) are Inner Harbor with U. S. Naval Air Station beyond; rail terminals and U. S. Naval Supply Depot. Outer Harbor and Oakland Army Base. Oakland-San Francisco Bay Bridge leads the eye to San Francisco and longest single-span bridge in the world across the Golden Gate. In far distance the horizon line of the blue Pacific.







THE FASTEST GROWING SECTION in the Nation.

Population, 18,107,000.

Increase since 1940 census, 4,233,735, or 30.4%.

Nation as a whole gained only 8.9%.

This 12.6% of United States population has 14.4% of the total income, or \$27,235,000,000.

Income per capita, \$1504. For the Nation, \$1323.

Total retail sales, 1947, \$18,984,810,000, 16.1% of the Nation's.

Retail sales per capita \$1084. U. S., \$820.

100 Western States consumers buy as much as 128 average U. S. consumers.

## Statistical

AREA	RESIDENT	
	July 1, 1947	Per Cent of U. S.
CALIFORNIA	9,812,000 <sup>1</sup>	6.842
Oregon	1,545,000	1.077
Washington	2,357,000	1.643
PACIFIC COAST STATES	13,714,000 <sup>1</sup>	9.563
Arizona	644,000	0.449
Colorado	1,144,000	0.798
Idaho	525,000	0.366
Montana	488,000	0.340
Nevada	139,000	0.097
New Mexico	547,000	0.381
Utah	640,000	0.446
Wyoming	265,000	0.185
MOUNTAIN STATES	4,393,000 <sup>1</sup>	3.063
11 WESTERN STATES	18,107,000 <sup>1</sup>	12.626
UNITED STATES	143,414,000	100.000

Sources: <sup>1</sup>U. S. Bureau of the Census estimated population of the United States, by states—July 1, 1947. Estimates of July 1, 1948: California 10,031,000; Pacific Coast States 14,144,000; Mountain States 4,512,000; 11 Western States 18,656,000.

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# 18,107,000 consumers - 12.6% of U. S.

UP TO 20 YEARS AGO this third of the United States, especially the Pacific Coast, functioned almost as a colony, even a foreign country, widely separated from the East by distance, communications, and market opportunities.

Gradually these handicaps disappeared until when the World War II broke out the Old West had quietly become the NEW WEST, a region of vast natural resources and hydro-electric power, high-income markets and immense industrial development. California, for example, stood fourth among the states in total plants and seventh in total value of manufactured products, ahead of the long-established industrial state of Massachusetts.

The West developed its war production largely in new factories with new tools, thus adding new industrial economy to the existing manufacturing facilities. California stood third in value of war supply contracts for the war years ending May 1945, and Metropolitan Oakland Area had become an outstanding example of the West's industrial expansion.

Population in the 11 Western States had been increasing steadily when suddenly the demands of war production caused an inrush of workers together with their families, which added several millions to the population, especially of the war production centers, sensationaly expanding their sales potentials.

A large percentage of these new residents has remained and there is a continued influx of additional newcomers. The West continues to offer greater market opportunities and greater industrial opportunities. The 11 Western States now constitute a market of 12.6% of the consumers of the Nation with a quality of market index of 116, or 16% above the country's average.

Additional statistical highlights are given in the accompanying table.

This 12.6% of the consumers of the United States in most cases can be better and more economically served from factories, assembly plants and distributing plants located in Metropolitan Oakland Area.

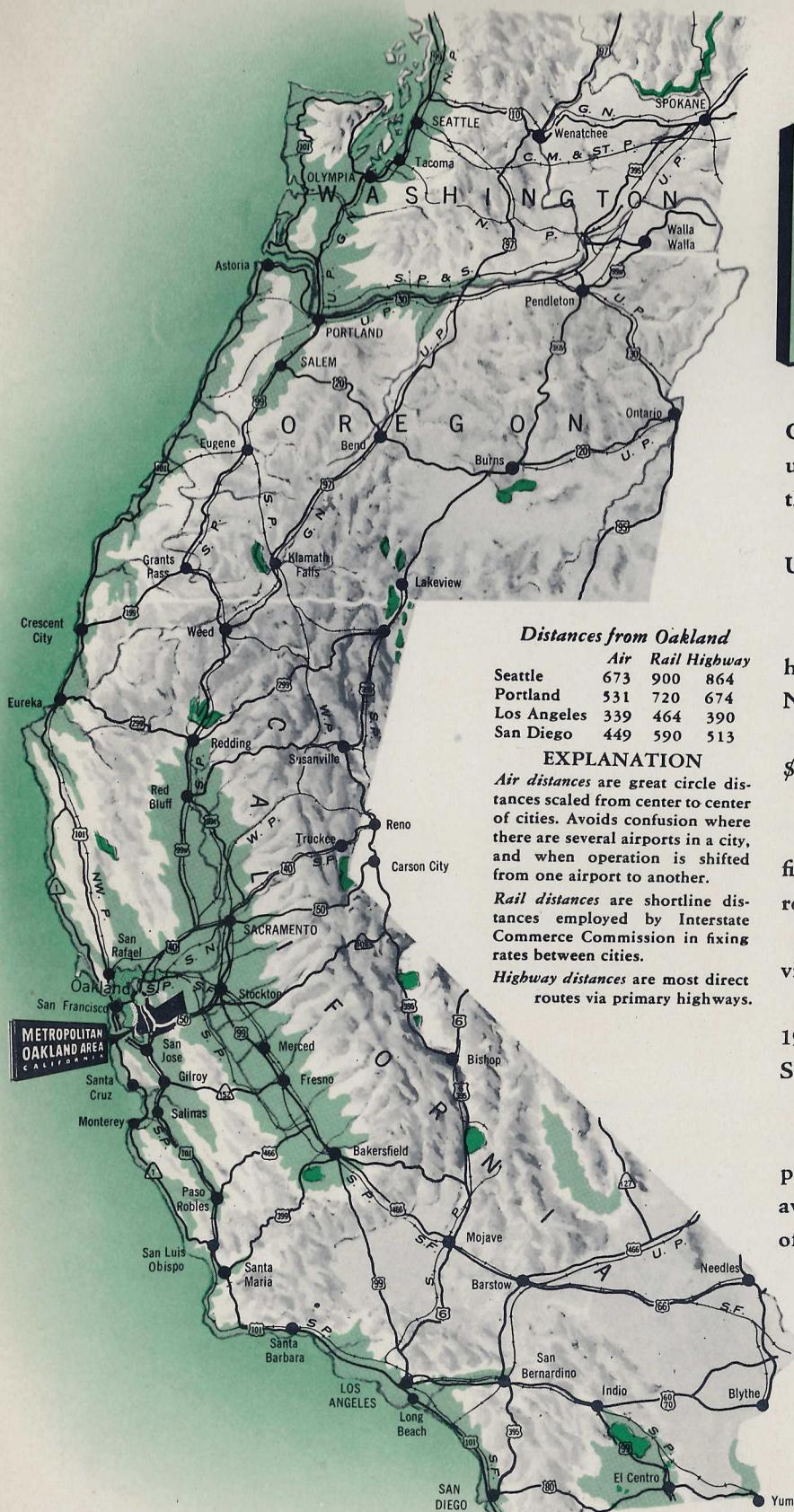
## Highlights of the Eleven Western States

POPULATION <sup>1</sup>		RETAIL SALES—1947 <sup>2</sup>		INCOME PAYMENTS TO INDIVIDUALS <sup>3</sup> —1947			1947 Per Cent of U. S. A. Potential <sup>2</sup>	1947 Quality of Market Index <sup>2</sup>	1947 Net Farm Dollars <sup>2</sup> (000 omitted)
April 1, 1940 Census	Per Cent Change	Dollar Volume (000 omitted)	Per Cent of U. S.	Payments by States (Millions of Dollars)	Per Cent of U. S.	Per Capita			
6,907,387	+42.1	\$ 11,117,517	9.454	\$ 16,121	8.497	\$1,643	8.538	124	\$ 1,081,615
1,089,684	+41.8	1,408,103	1.197	1,936	1.020	1,253	1.077	100	207,327
1,736,191	+35.8	2,324,453	1.977	3,289	1.733	1,395	1.763	116	341,420
9,733,262	+40.9	14,850,073	12.628	21,346	11.250	1,557	11.378	120	1,630,362
499,261	+29.1	562,158	.478	721	0.380	1,120	.436	95	87,708
1,123,296	+ 1.8	1,212,052	1.031	1,695	0.893	1,482	.889	111	225,032
524,873	+ 0.1	508,000	.432	677	0.357	1,290	.395	115	195,261
559,456	-12.8	553,493	.472	801	0.422	1,641	.440	128	212,972
110,247	+26.4	166,051	.140	256	0.135	1,842	.124	128	24,076
531,818	+ 2.9	361,775	.308	576	0.304	1,053	.319	84	81,722
550,310	+16.3	516,666	.439	773	0.407	1,208	.433	98	94,572
250,742	+ 5.5	254,542	.216	390	0.206	1,472	.206	108	63,510
4,150,003	+ 5.9	4,134,737	3.516	5,889	3.104	1,341	3.242	106	984,853
13,883,265	+30.4	18,984,810	16.144	27,235	14.354	1,504	14.620	116	2,615,215
131,669,275	+ 8.9	\$117,594,174	100.000	\$189,734	100.000	\$1,323	-----	100	\$18,515,133

<sup>1</sup>Sales Management—"Survey of Buying Power" estimates.

<sup>2</sup>U. S. Department of Commerce, Office of Business Economics, National Income Division.

<sup>3</sup>Note: "Per Cent of U. S. A. Potential" is a balanced sales quota figure of 5 parts "% of U. S. A. Effective Buying Income;" 3 parts "% of U. S. A. Retail Sales;" and 2 parts "% of U. S. A. Population." "Quality of Market Index," a measure of purchasing ability, is the "% of U. S. A. Potential" divided by the "% of U. S. A. Population."



MARKET NO. 2

## THE PACIFIC COAST STATES

CALIFORNIA, OREGON, WASHINGTON—population, July 1, 1947, 13,714,000, 75.7% of that of the Eleven Western States.

Increase since 1940 census, 3,980,738, or 40.9%. United States as a whole gained only 8.9%.

California alone increased 2,904,613.

These three states with 9.6% of U. S. population have an income of \$21,346,000,000, or 11.3% of the Nation's.

Income per capita for the Pacific Coast States, \$1557. For the United States, \$1323.

Net farm income, three states, \$1,630,362,000.

Percentage of U. S. Sales Potential (a balanced figure of 5 parts Effective Buying Income, 3 parts retail sales, 2 parts population) is 11.38.

Quality of market index, 120 (Sales Potential divided by population).

Retail sales for the three Pacific Coast States for 1947 totalled \$14,850,073,000 or 12.6% of United States.

California's share was 9.45% of the Nation's total.

The three states' 9.6% of the Nation's population purchased 12.6% of the Nation's goods. On the average, 100 Pacific Coast customers are equal to 132 of the buyers of the Nation as a whole.

Midway of the Pacific Coast, Metropolitan Oakland Area is the logical plant location for serving the three Pacific States because of its many advantages in location, manufacturing, transportation and distribution as well as buying power.

# PACIFIC COAST HIGHLIGHTS

## FIRST in Quality of Markets

Per Cent of U. S. Potential\* Divided by

Per Cent of U.S.A. Population

	% of U. S. Sales Potential	Quality of Market Index
PACIFIC COAST . . . . .	11.378	120
Middle Atlantic . . . . .	21.627	107
East North Central . . . . .	22.070	107
Mountain States . . . . .	3.242	106
West North Central . . . . .	9.957	104
New England . . . . .	6.702	103
South Atlantic . . . . .	11.498	85
West South Central . . . . .	7.970	83
East South Central . . . . .	5.556	74
United States (Mainland) . . . . .		100

\*A weighted index for Sales Quotas based on Sales Management Survey of Buying Power, May 10, 1948.

## Pacific Coast LEADS NATION by 66% in Retail Sales Increase

SECTION	1947**	1939*	Percent Increase 1939-1947
PACIFIC COAST . . .	\$ 14,850,073,000	\$ 4,298,759,000	245.5
New England . . . . .	7,892,961,000	3,318,214,000	137.9
Middle Atlantic . . . . .	23,791,415,000	10,291,937,000	131.2
East North Central . . . . .	26,060,743,000	9,251,114,000	181.7
West North Central . . . . .	12,231,004,000	4,138,883,000	195.5
South Atlantic . . . . .	13,058,535,000	4,368,947,000	198.9
East South Central . . . . .	6,129,582,000	1,845,037,000	232.2
West South Central . . . . .	9,445,124,000	3,101,358,000	204.5
Mountain . . . . .	4,134,737,000	1,427,541,000	189.6
UNITED STATES . . . . .	\$117,594,174,000	\$42,041,790,000	179.7

\*Census of Business 1939.

\*\*"Sales Management" estimates, May 10, 1948.

## Net Effective Buying Income\*

Pacific Coast \$19,528,145,000

Second in Increase over 1939

Third in Per Cent of Total U. S. Income

SECTION	% of U. S. INCOME 1947	1939	RATIO 1947-1939
PACIFIC COAST . . .	11.387	9.19	124
New England . . . . .	6.766	8.12	83
Middle Atlantic . . . . .	23.062	27.26	85
East North Central . . . . .	22.616	21.93	103
West North Central . . . . .	9.844	9.79	101
South Atlantic . . . . .	10.982	9.61	114
East South Central . . . . .	4.983	3.91	127
West South Central . . . . .	7.264	7.34	99
Mountain . . . . .	3.150	2.85	111

\*Income left over after deducting taxes.

Estimate by Sales Management Survey of Buying Power, May 10, 1948.

## Net Cash Farm Income

SECTION	1947 NET CASH FARM INCOME
PACIFIC COAST . . . . .	\$ 1,630,362,000
New England . . . . .	323,133,000
Middle Atlantic . . . . .	1,001,626,000
East North Central . . . . .	3,703,954,000
West North Central . . . . .	5,179,773,000
South Atlantic . . . . .	1,948,167,000
East South Central . . . . .	1,497,915,000
West South Central . . . . .	2,245,350,000
Mountain . . . . .	984,853,000
U. S. TOTAL (Mainland) . . .	\$18,515,133,000

Net income after deduction of business expenses but before personal taxes.  
Sales Management Survey of Buying Power, May 10, 1948.



Chrysler Motor Parts Corporation, San Leandro

# PACIFIC COAST HIGHLIGHTS

## CALIFORNIA FIRST in Passenger Car Registrations

REGISTRATION BY STATES 1947		REGISTRATION BY COUNTIES 1947	
CALIFORNIA . . .	2,697,362	Los Angeles . . .	1,185,800
New York . . .	2,227,556	New York . . .	743,208
Pennsylvania . . .	1,779,610	Cook (Chicago) . .	698,713
Ohio . . .	1,750,325	Wayne (Detroit) . .	529,723
Illinois . . .	1,609,689	Cuyahoga (Cleveland) .	310,572
Michigan . . .	1,449,247	Philadelphia . . .	240,744
Texas . . .	1,355,939	St. Louis . . .	224,451
New Jersey . . .	908,380	Allegheny (Pittsburgh) . .	219,714
Massachusetts . . .	832,432	Erie (Buffalo) . . .	184,377
Indiana . . .	821,292	Baltimore . . .	182,286
Missouri . . .	748,497	ALAMEDA (Metropolitan Oakland Area) .	176,576
Wisconsin . . .	745,653	Essex (Newark) . .	166,697
Minnesota . . .	691,056	King (Seattle) . .	165,631
Iowa . . .	626,737	San Francisco . .	164,775
North Carolina . . .	559,711	Hennepin (Minneapolis) .	149,988

Source: R. L. Polk & Company figures to July 1, 1947.

## BUYING INCOME per capita

FIRST in the Seven Leading Metropolitan County Areas of the United States

AREA	1947 NET EFFECTIVE BUYING INCOME <sup>1</sup>	PER CAPITA <sup>2</sup>
Oakland-San Francisco (6 counties) . . .	\$ 3,805,657,000	\$1,713
Los Angeles (2 counties) . . .	6,381,950,000	1,590
Chicago (4 counties) . .	8,204,042,000	1,667
New York (16 counties) .	19,013,623,000	1,548
Detroit (3 counties) . .	4,053,858,000	1,326
Boston (5 counties) . .	3,956,796,000	1,270
Philadelphia (7 counties) . . .	4,590,995,000	1,350

<sup>1</sup>Sales Management Survey of Buying Power, May 10, 1948.

<sup>2</sup>Civilian Population Estimates, January 1, 1948—Sales Management.

## CALIFORNIA THIRD in Farm Income

Of the 200 counties in U. S. A. with largest net cash farm incomes <sup>(1)</sup>

The FIRST 4 are in California

13 of the first 25 are in California

California net farm income is \$1,081,615,000, third in the Nation

Metropolitan Oakland Area (Alameda County)  
\$28,766,000 <sup>(2)</sup>

<sup>1</sup> Sales Management, May 10, 1948.

<sup>2</sup> Alameda County actual figures for 1947, Government payments not included.

## 7 out of 10 leading Pacific Coast counties are in CALIFORNIA

COUNTY	CHIEF CITY	1947 NET EFFECTIVE BUYING INCOME
Alameda	Oakland	\$1,240,275,000
San Francisco	San Francisco	1,828,042,000
Los Angeles	Los Angeles	6,170,223,000
San Diego	San Diego	574,147,000
Santa Clara	San Jose	342,708,000
Sacramento	Sacramento	366,445,000
King	Seattle	1,149,501,000
Multnomah	Portland	910,409,000
Spokane	Spokane	351,353,000
Fresno	Fresno	333,806,000

Sales Management Survey of Buying Power, May 10, 1948 (Estimated)

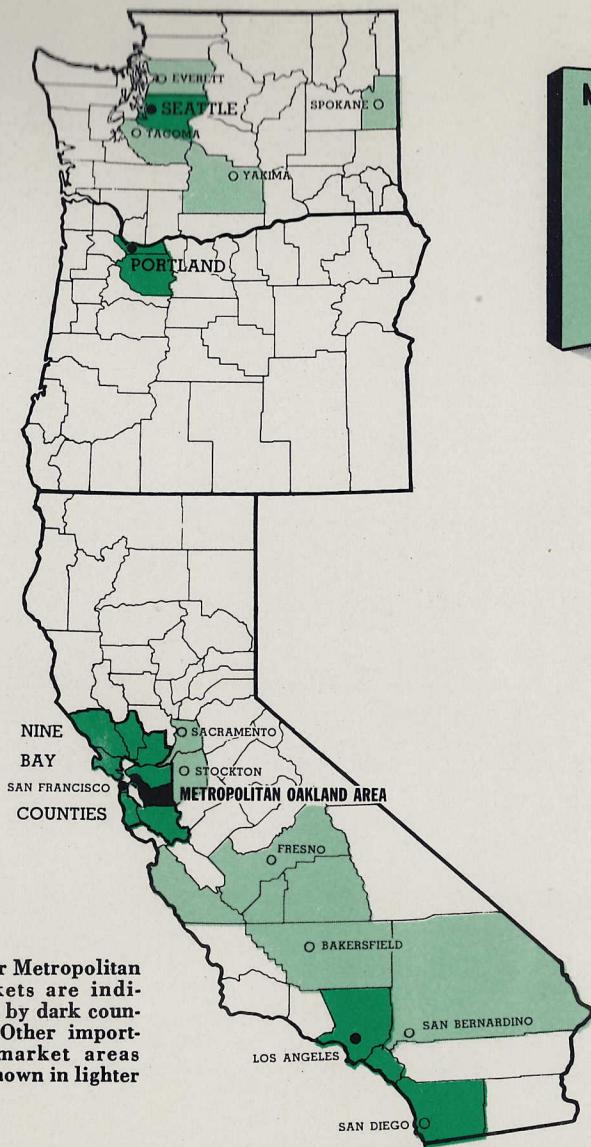


Several of the Nation's largest food manufacturers have plants here. This is H. J. Heinz Company, Berkeley.



*Hundreds of plants are located close to transcontinental railroads and ocean and river terminals.*

*This view to the north takes in portions of industrial sections of Oakland, Emeryville, Berkeley and Albany.*



## MARKET NO. 3 MAJOR METROPOLITAN CENTERS

SECOND IN RETAIL SALES IN THE NATION,  
the Major Metropolitan Centers of the Pacific Coast  
have 8,368,000 better-than-average consumers.

61.0% of the population of the three Coast States.

Population increase since 1940 census. 2,510,732  
or 42.9%.

Concentrated in six major population centers —  
Metropolitan Oakland Area, San Francisco, Los  
Angeles, and San Diego, California; Portland, Oregon;  
Seattle, Washington—and their trading zones.

The cream of the West's high-income purchasing  
power.

With a population 5.83% of that of the Nation,  
these Major Metropolitan Centers bought 8.43% of  
the Nation's goods.

100 of these citizens are equal to 145 average  
purchasers.

### STATISTICAL HIGHLIGHTS OF MAJOR METROPOLITAN CENTERS

AREA—CHIEF CITY	POPULATION				RETAIL SALES—1947 <sup>2</sup>		Per Cent of U. S. Sales Potential <sup>2</sup>	Quality of Market Index <sup>3</sup>	Net Farm Dollars <sup>2</sup> (000 omitted)
	1947	Per Cent of U. S.	April 1, 1940 Census	Per Cent Increase	Dollars (000 omitted)	Per Cent of U. S.			
Alameda County <sup>1</sup> (METROPOLITAN OAKLAND AREA)	735,000	.514	513,011	43.3	\$ 853,826	.726	.682	133	\$ 14,916
Nine Bay Counties <sup>1</sup> (Oakland-San Francisco)	2,574,000	1.818	1,734,308	48.4	3,049,538	2.593	2.399	132	137,917
Los Angeles and Orange Counties <sup>1</sup> (Los Angeles)	4,025,000	2.791	2,916,403	38.0	4,803,734	4.085	3.645	131	148,992
San Diego County <sup>1</sup> (San Diego)	500,000	.334	289,348	72.8	502,511	.427	.362	108	19,278
King County <sup>4</sup> (Seattle)	668,900	.465	504,980	32.5	886,617	.754	.654	141	14,330
Multnomah and Clackamas Counties <sup>4</sup> (Portland)	600,100	.418	412,229	45.6	670,311	.570	.532	127	15,858
<b>TOTALS</b>	<b>8,368,000</b>	<b>5.826</b>	<b>5,857,268</b>	<b>42.9</b>	<b>9,912,711</b>	<b>8.429</b>	<b>7.592</b>	<b>130</b>	<b>336,375</b>

<sup>1</sup> California Counties—July 1947 Estimates by California State Office of Director of Planning and Research.

<sup>2</sup> Figures compiled from "Sales Management" Estimates.

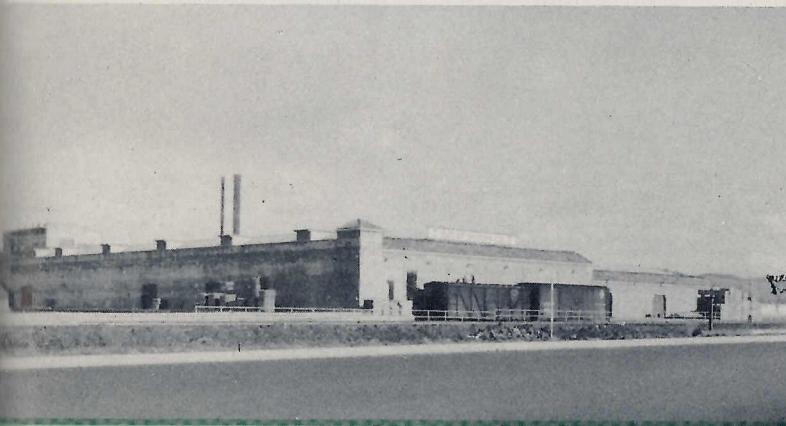
<sup>3</sup> Sales potential divided by population—"Sales Management" Estimates.

<sup>4</sup> "Sales Management" Estimates Jan. 1, 1948.

In this group of six major population centers are included two of the country's largest retail sales areas. Total sales for the six Major Metropolitan Centers group are topped only by New York's 16 counties. Comparisons with other centers follow:

**Metropolitan Oakland Area is more favorably located for serving the Major Metropolitan Centers — overnight delivery to California points, third morning to Portland and fourth to Seattle.**

AREA	RETAIL SALES—1947	U. S.	U. S. RANK
<b>MAJOR METROPOLITAN CENTERS of the Pacific Coast</b>			
Northern California's 9 Bay Counties	\$9,912,711,000	8.429	2
Los Angeles and Orange Counties	3,049,538,000	2.593	5
Philadelphia (7 counties)	4,803,734,000	4.085	4
Boston (5 counties)	2,869,258,000	2.441	7
Detroit (3 counties)	2,585,729,000	2.200	8
Chicago (4 counties)	2,961,017,000	2.519	6
New York (16 counties)	5,089,533,000	4.327	3
Pittsburgh (5 counties)	10,811,315,000	9.194	1
Washington, D. C. (4 counties)	1,861,113,000	1.582	9
Cleveland (2 counties)	1,147,891,000	.976	12
St. Louis (4 counties)	1,374,143,000	1.169	11
	1,550,887,000	1.319	10



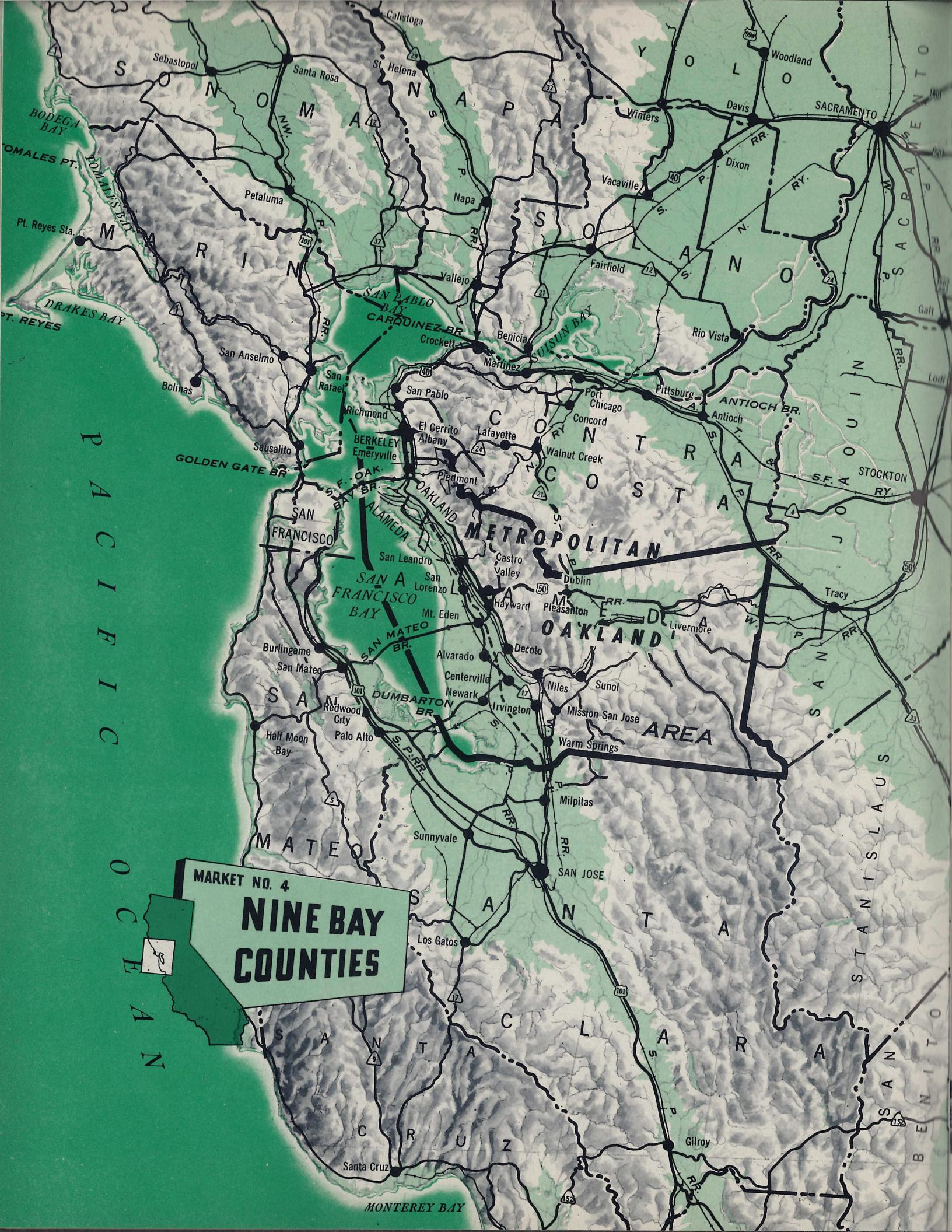
*Butler Packing Co., Oakland*



*Trailmobile Company, Berkeley*



*Westinghouse Electric Corporation, Emeryville*



# 2,574,000 consumers

**FIFTH LARGEST URBAN MARKET** in the Nation — Alameda, Contra Costa, Solano, Napa, Sonoma, Marin, San Francisco, San Mateo and Santa Clara Counties.

Population, 2,574,000 according to California State Office of Director of Planning and Research estimate for July, 1947, or 48.4% greater than in 1940.

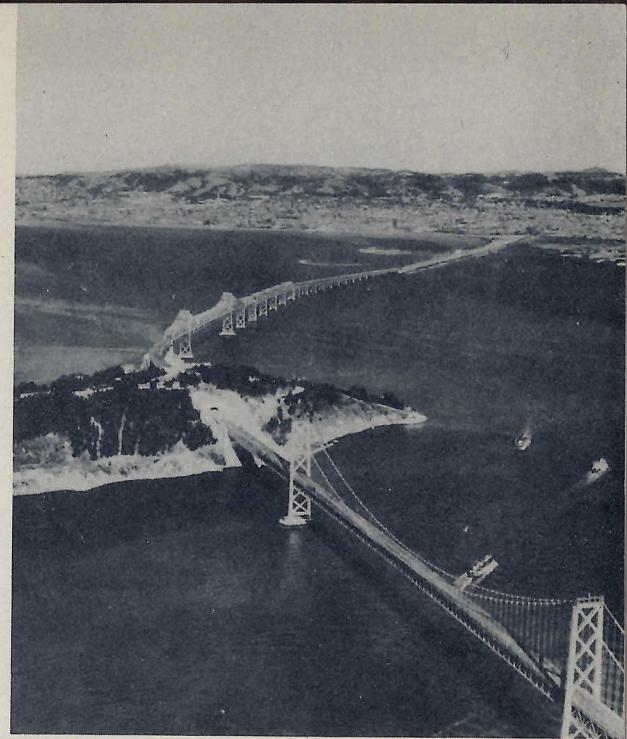
Retail sales for 1947 totalled \$3,049,538,000, or 2.6% of U. S. This group of counties with 1.82% of population bought 2.59% of Nation's goods.

Hence 100 purchasers in the 9 Bay Counties buy as much as 143 of the country's average.

On the mainland side of the Bay, the retail trading zone of Metropolitan Oakland Area includes Alameda, Contra Costa and Solano Counties, with a 1947 population of 1,129,500.

On the western side, Marin, San Francisco and San Mateo Counties have a population of 1,055,000 reached via the San Francisco-Oakland Bay Bridge, Golden Gate Bridge, San Mateo Bridge and Richmond-San Rafael Ferry.

The communities of the 9 Bay Counties are readily served by low-cost short-haul trucking over

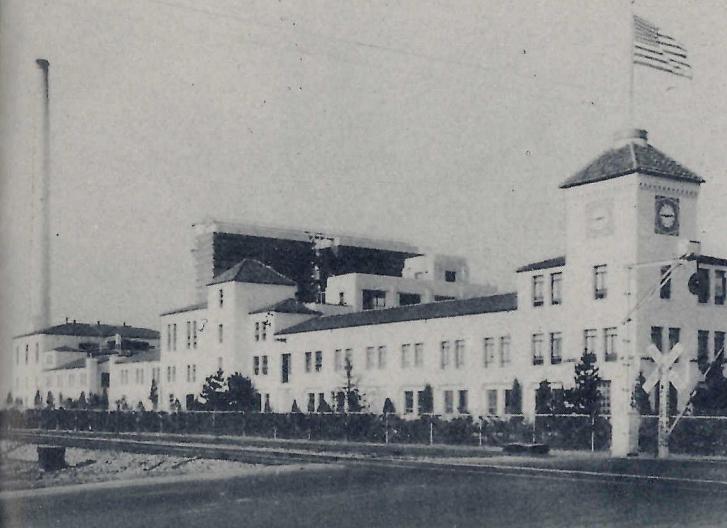


*Oakland-San Francisco Bay Bridge looking east toward mainland, traffic distributor and East Shore Highway*

1021 miles of surfaced highways — local, state and Federal.

Also by hundreds of local, intercity and national buses and highway transportation units, and by electric and steam railways. Three transbay bridges replaced ferries on most of the local water routes.

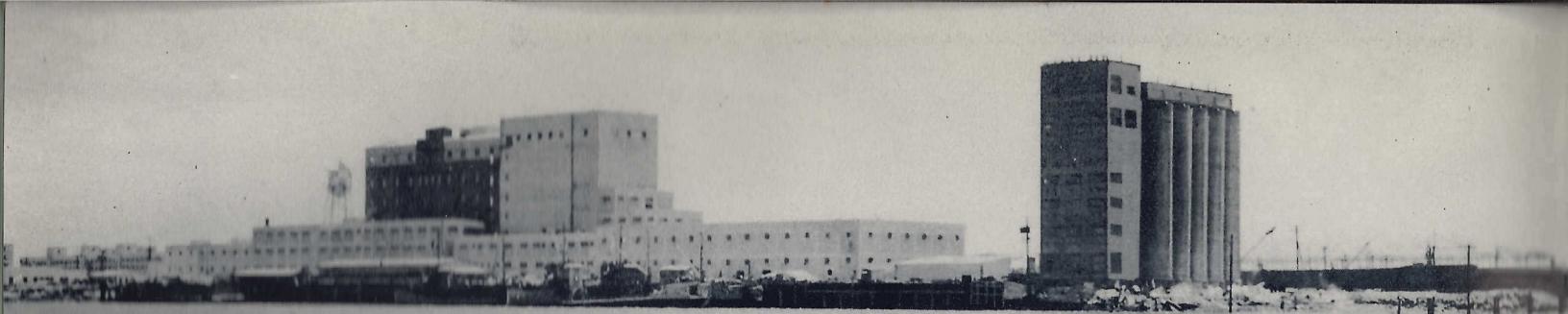
**This compact easily covered market of nearly two million and a half better-than-average consumers can be served to greater advantage from Metropolitan Oakland Area—economical delivery over a network of surfaced highways.**



*Standard Brands of California, Oakland*



*Montgomery Ward & Co., Oakland*



*Albers Milling Company (Carnation Company), Oakland*



*The Coca-Cola Bottling Co. of California, Oakland*



*Oliver United Filters, Inc., Oakland*



*The Paraffine Companies, Inc., Emeryville*



*Sunshine Biscuits, Inc., Oakland*



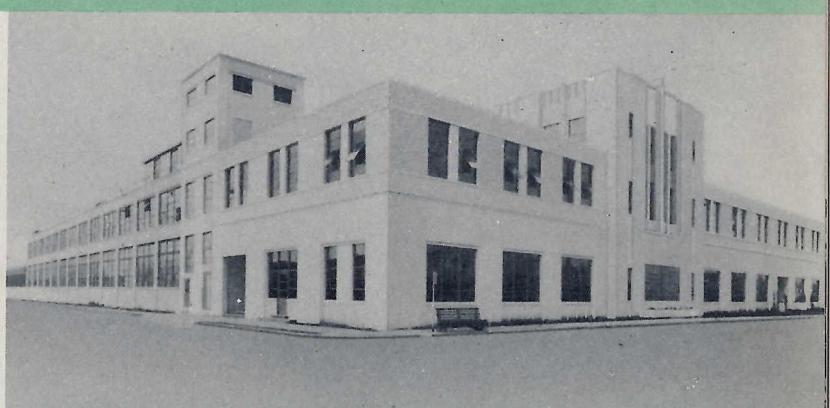
*General Electric Company (Works Division), Oakland*



*Air Reduction Sales Co., Emeryville*



*General Electric Company (Lamp Works), Oakland*



*General Cable Corp., Emeryville*



*Moore Business Forms, Inc., Emeryville*



*Merchant Calculating Machine Co., Plant No. 2, Emeryville*



# METROPOLITAN OAKLAND AREA CALIFORNIA

ALAMEDA • ALBANY • BERKELEY • EMERYVILLE • HAYWARD • LIVERMORE • OAKLAND • PIEDMONT • PLEASANTON • SAN LEANDRO • RURAL ALAMEDA COUNTY

## HOW TO WIN the markets of THE NEW WEST

THE FOREGOING SUMMARIES of the market potentials of the eleven Western States and their component sales areas show their desirability for the manufacturer who is contemplating western operation.

To win and hold and serve these markets the first step is to establish a factory or warehouse in Metropolitan Oakland Area.

Here are some of the reasons why. These and other advantages and benefits are developed and explained elsewhere in this book.

Central location—on mainland side of San Francisco Bay, midway of the Pacific Coast.

Most favorable location for quick, low-cost distribution to Coast and Eleven Western States.

Mainland terminus of three transcontinental railroads.

Deep-water world port—strategic location for trade with Orient and the World.

Ocean and river terminals unexcelled on coast.

Airways center of the West.

Largest power pool in West.

Opposite page: Hundreds of plants are located close to transcontinental railroads and ocean and river terminals. This view shows the Inner Harbor looking west. Alameda and U. S. Naval Air Station at left. Oakland at right with U. S. Naval Supply Depot beyond.

Low-cost electricity, natural gas, fuel oil, and water.

Ample supply of skilled labor.

Factory sites to meet every requirement.

Greatly expanded markets . . . over 2,500,000 increase in population.

Equable climate most favorable for working, hence greater output.

The mild weather permits savings in plant construction, in heating and air conditioning. Also makes possible year 'round production and outdoor operations.

More than 200 nationally-known manufacturers and distributors—hundreds of others—have proved by experience that these and other advantages make Metropolitan Oakland Area

## The NATURAL Industrial Center of the NEW WEST

EMERYVILLE (below) is the most concentrated industrial section of Metropolitan Oakland Area. Here are the plants of Westinghouse, Paraffine (PABCO), Marchant Calculator, Frigidaire, Sherwin-Williams, U. S. Envelope, International Harvester, Air Reduction, to name only a few . . . The transcontinental railway systems and numerous truck lines provide economical freight and express service.





## 15 minutes from factory or office to a scenic home

Five roughly parallel bands of community activity characterize the eight closely associated cities that extend for more than 20 miles north and south on the mainland side of the Bay. Along the shoreline are the

ocean and river terminals and wharves. Then the rails and terminals of the transcontinental railroads. Next comes the industrial section from five to twenty city blocks wide, paralleled by the business sections.

The next band includes the city residential areas, which merge with suburbs extending up into the hills overlooking the Bay.

This parallel development of the community makes it possible to live only a few minutes from office or plant.



BERKELEY'S modern downtown business district (below) lies close to University of California campus (portion of which is at upper right) and between the northern and southern sections of the city. Berkeley High School at left.

Berkeley with 110,000 population, long famed as an educational center (University of California, Pacific School of Religion, and others) also is an important industrial city. (Colgate-Palmolive-Peet and Heinz are among the nationally known names).

Beautiful homes overflow the crests of the hills toward the east (right). The industrial section is to the west towards the Bay.



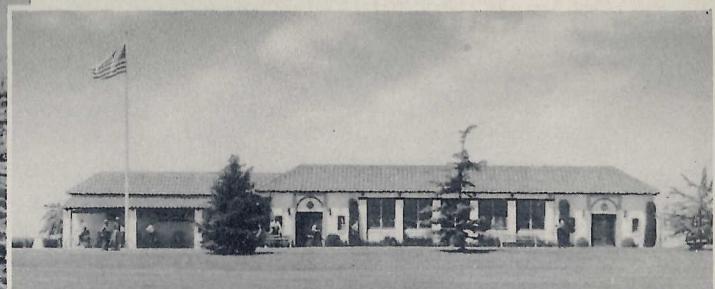
## in the hills

MILE-LONG SALT-WATER LAKE MERRITT dominates this photograph of Oakland, population 430,000, chief city of Metropolitan Oakland Area.

Alameda County Courthouse at south (right hand) end of lake near Civic Auditorium and Exposition Building. Oakland City Hall and main business and shopping district are near center.

Suburban homes spread up into the hill areas. Mt. Diablo in left distance.





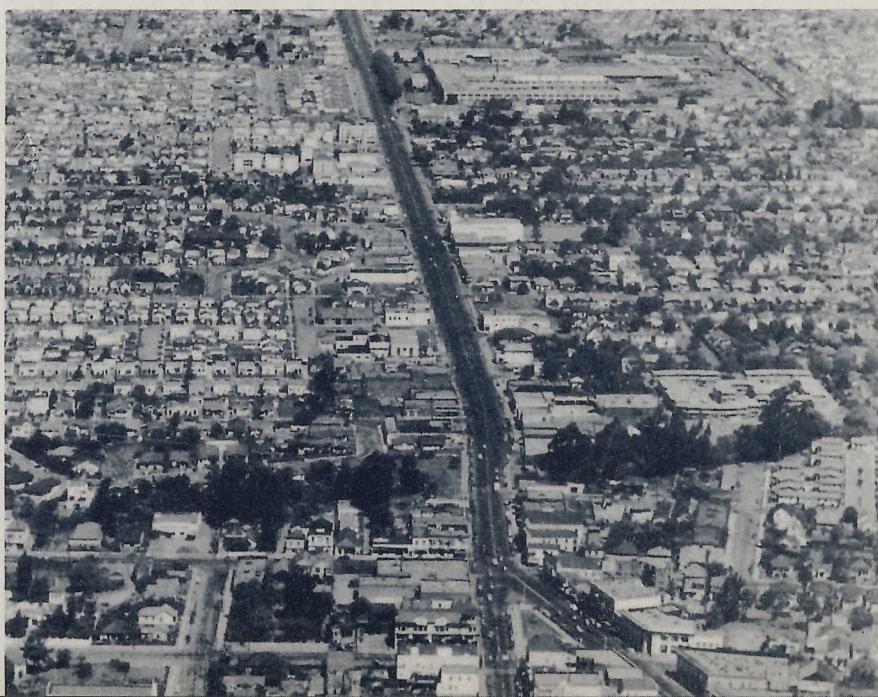
**ALAMEDA** (above)—known for its gracious homes and tree-lined streets, as well as its industries, U. S. Naval Air Station, U. S. Coast Guard Base, and other permanent Government establishments—has a population of 89,906, an increase of 148 percent since the 1940 census. "The Island City" is linked with Oakland by Posey Tube; two bridges. Above right: Club house at the Alameda Municipal Golf Course.

**ALBANY** (right), "Northern Gateway to Metropolitan Oakland Area," population 14,873, houses many of the employees of industries in surrounding cities. Home of the Western Regional Research Laboratory of U. S. Department of Agriculture. Veterans' Memorial Building above, is center of community life.

**SAN LEANDRO** has developed from the 1837 holdings of Don Joaquin Estudillo into a fast-growing city of 27,000. A home community, with equable climate and ideal living and working conditions.

An important industrial city, too, whose products bear such famous names as Caterpillar, Friden, Del Monte, Welch, Stewart Hartshorn and many others. Center of \$11,000,000 floriculture industry.

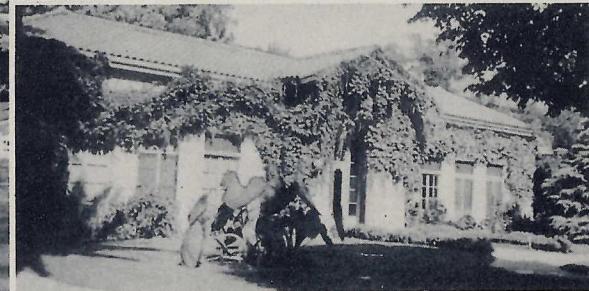
San Leandro is served by transcontinental railway systems, and is on main state and Federal highways. Oakland Municipal Airport 10 minutes distant.





**HAYWARD** is the trading center of a fast-growing agricultural and industrial region having a population of over 26,000. More than fifty manufacturers, including many nationally famous. Served by two transcontinental railway systems, Hayward Airport and many highway carriers. Several local and transcontinental bus lines.

Above: Hayward City Hall stands on the site of the Rancho San Lorenzo home of Don Guillermo Castro, who laid out the city in 1854.



**PLEASANTON** enjoys mild climate, tree-shaded streets and friendly atmosphere, its city advantages combining with the pleasures of rural living. Center of a large dairy, agricultural and flower growing area. This community of 2500 population is served by Southern Pacific and Western Pacific Railroads and two bus lines. Below is Pleasanton City Hall.

**LIVERMORE**, 34 miles southeast of Oakland, population 4,000, is noted for bracing, health-giving climate and superlative quality of its wines. Also cattle, sheep, turkeys, poultry, almonds, walnuts and apricots. Southern Pacific, Western Pacific and two bus lines. Livermore Union High School below.





**POPULATION**  
**METROPOLITAN OAKLAND**  
**AREA 1916-1947**

1916.....	304,955	1932.....	488,906
1917.....	314,759	1933.....	495,918
1918.....	324,563	1934.....	502,930
1919.....	334,367	1935.....	509,941
1920*.....	344,177	1936.....	516,953
1921.....	348,362	1937.....	523,965
1922.....	362,357	1938.....	530,976
1923.....	376,352	1939.....	538,000
1924.....	390,347	1940*.....	513,011
1925.....	404,342	1941.....	524,032
1926.....	418,337	1942.....	545,000
1927.....	432,332	1943*.....	621,485
1928.....	446,327	1944*.....	685,548
1929.....	460,322	1945.....	730,000
1930*.....	474,883	1946.....	720,000
1931.....	481,895	1947.....	735,000

Reference: Oakland Chamber of Commerce.

\*United States Census Bureau.



**BANK DEBITS**  
**OAKLAND**  
**1919-1947**

1919 \$ 751,947,000	1933 \$ 1,910,412,000
1920 1,213,445,000	1934 1,931,138,000
1921 975,364,000	1935 2,107,028,000
1922 1,088,090,000	1936* 2,773,275,000
1923 1,470,862,000	1937* 3,146,753,000
1924 1,480,935,000	1938* 2,829,020,000
1925 1,719,991,000	1939* 2,994,500,000
1926 2,065,256,000	1940 1,279,937,000
1927 2,707,226,000	1941 1,730,649,000
1928 3,017,346,000	1942 2,719,177,000
1929 2,846,394,000	1943 4,084,157,000
1930 2,316,683,000	1944 4,274,080,000
1931 2,247,211,000	1945 4,334,735,000
1932 2,020,820,000	1946 4,371,114,000
1947 4,775,186,000	

\*Oakland Chamber of Commerce.

Reference: Twelfth Federal Reserve District Bank.



**AIR TRANSPORT**  
**PASSENGERS**  
**OAKLAND AIRPORT**  
**1931-1947**

	Inbound	Outbound
1931	2,727	3,099
1934	10,727	11,481
1937	17,148	18,578
1940	25,169	26,265
1944	17,057	23,619
1947	55,060	62,112

Reference: Oakland Municipal Airport.

**METROPOLITAN OAKLAND AREA**  
**STATISTICAL HIGHLIGHTS**

**MANUFACTURERS (1)**

	Number	Average Number of Employees	Annual Volume of Business (000 omitted)
Metropolitan Oakland Area	978	27,040 <sup>(5)</sup>	\$282,405
City of Oakland only	599	16,065 <sup>(5)</sup>	170,607
1947 Total (estimated) <sup>(6)</sup>	1,350	56,600 <sup>(5)</sup>	650,000

**WHOLESALEERS (2)**

Metropolitan Oakland Area	670	6,300	\$167,295
Oakland	552	5,160	135,317
Alameda	15	88	4,931
Berkeley	34	297	8,909
Balance of area	69	755	18,138
1947 Total (estimated) <sup>(6)</sup>	950	12,000	431,000

**RETAILERS (3)**

Metropolitan Oakland Area	7,911	25,431	\$250,580
Oakland	5,154	19,466	180,865
Alameda	357	732	9,611
Berkeley	1,134	3,438	34,298
Balance of area	1,266	1,795	25,806
1947 Total (estimated) <sup>(6)</sup>	17,000	46,500	854,000

**SERVICE ESTABLISHMENTS (4)**

Metropolitan Oakland Area	3,651	5,526	\$ 21,354
Oakland	2,464	4,324	16,302
Alameda	183	152	765
Berkeley	618	702	2,798
Balance of area	386	348	1,489
1947 TOTAL (estimated) <sup>(6)</sup>	6,000	9,000	55,000

(1) U. S. Census, 1939, and U. S. Census of Manufacturers Preliminary Report, July 18, 1941. Classification for entire area not available.

(2) U. S. Census, Wholesale Trade—California, 1939.

(5) Not including salaried officers and employees.

(3) U. S. Census, Retail Trade—California, 1939.

(4) U. S. Census, Service Establishments—California, 1939. (6) Last Census—1939.

*The eight cities of Metropolitan Oakland Area form a continuous community for more than 20 miles along the shores of the Bay. The industrial sections are along the waterfront. San Francisco-Oakland Bay Bridge in foreground. Mount Diablo in distance.*





**ELECTRICITY CONSUMERS  
METROPOLITAN  
OAKLAND AREA**

December 31st—1916-1947

1916.....	50,408	1932.....	139,932
1917.....	54,412	1933.....	139,941
1918.....	58,967	1934.....	142,363
1919.....	63,714	1935.....	145,900
1920.....	69,201	1936.....	149,402
1921.....	74,851	1937.....	152,242
1922.....	82,436	1938.....	154,774
1923.....	90,898	1939.....	158,115
1924.....	99,159	1940.....	161,027
1925.....	107,198	1941.....	166,325
1926.....	115,080	1942.....	170,821
1927.....	118,350	1943.....	176,870
1928.....	122,194	1944.....	193,303
1929.....	124,804	1945.....	195,892
1930*.....	139,906	1946.....	199,628
1931.....	141,237	1947.....	206,813

\*16,600 meters added by merger.

Reference: Pacific Gas & Electric Co.



**WATER METERS**

**METROPOLITAN OAKLAND**

December 31st—1916-1947

1916.....	63,453	1932.....	131,417
1917.....	64,345	1933.....	132,158
1918.....	65,709	1934.....	129,670
1919.....	68,161	1935.....	130,378
1920.....	70,306	1936.....	133,495
1921.....	78,381	1937.....	136,954
1922.....	85,143	1938.....	140,497
1923.....	93,071	1939.....	142,106
1924.....	102,152	1940.....	147,478
1925.....	112,701	1941.....	154,371
1926.....	120,491	1942.....	161,925
1927.....	125,023	1943.....	169,448
1928.....	127,857	1944.....	175,130
1929.....	128,994	1945.....	178,332
1930.....	129,643	1946.....	184,380
1931.....	130,868	1947.....	191,486

Reference: East Bay Municipal Utility District.



**ASSESSED VALUATION  
METROPOLITAN OAKLAND**

**AREA 1915-1948**

Fiscal Year	Metropolitan Oakland	Fiscal Year	Metropolitan Oakland
1915-16	\$234,756,227	1932-33	\$434,047,285
1916-17	235,450,232	1933-34	385,625,106
1917-18	237,474,164	1934-35	381,841,782
1918-19	241,294,162	1935-36	433,991,444
1919-20	252,192,441	1936-37	430,558,944
1920-21	265,521,211	1937-38	438,045,981
1921-22	274,852,032	1938-39	441,622,986
1922-23	281,538,213	1939-40	442,930,750
1923-24	300,737,100	1940-41	455,205,215
1924-25	329,912,967	1941-42	464,426,865
1925-26	353,955,912	1942-43	479,158,692
1926-27	377,743,838	1943-44	490,370,933
1927-28	408,746,588	1944-45	506,029,830
1928-29	445,823,692	1945-46	525,853,755
1929-30	446,689,877	1946-47	566,607,986
1930-31	455,564,734	1947-48	615,912,940
1931-32	450,832,748		

Reference: Assessor—Alameda County.



**GAS CONSUMERS  
METROPOLITAN  
OAKLAND AREA**

Dec. 31st—1916-1947

1916.....	66,534	1932.....	127,206
1917.....	70,395	1933.....	128,093
1918.....	75,616	1934.....	130,764
1919.....	79,922	1935.....	134,423
1920.....	84,113	1936.....	138,061
1921.....	87,087	1937.....	141,058
1922.....	93,588	1938.....	143,517
1923.....	101,643	1939.....	146,810
1924.....	108,466	1940.....	149,910
1925.....	115,629	1941.....	155,474
1926.....	123,373	1942.....	159,584
1927.....	125,858	1943.....	167,111
1928.....	128,686	1944.....	183,573
1929.....	129,896	1945.....	186,081
1930.....	128,918	1946.....	189,920
1931.....	129,803	1947.....	196,868

Reference: Pacific Gas & Electric Co.



**CONSTRUCTION COST INDEX  
SAN FRANCISCO BAY DISTRICT**

1916-1947

Index Numbers: 1913=100

1916.....	118	1932.....	141
1917.....	139	1933.....	138
1918.....	164	1934.....	141
1919.....	201	1935.....	141
1920.....	246	1936.....	151
1921.....	195	1937.....	166
1922.....	181	1938.....	164
1923.....	199	1939.....	183
1924.....	190	1940.....	181
1925.....	186	1941.....	212
1926.....	188	1942.....	225
1927.....	179	1943.....	232
1928.....	179	1944.....	237
1929.....	182	1945.....	244
1930.....	178	1946.....	297
1931.....	154	1947.....	401

Reference: The American Appraisal Co.



**RESIDENTIAL  
BUILDING PERMITS  
CITY OF OAKLAND**

1934-1947

YEAR	NUMBER	AMOUNT
1934.....	147.....	\$ 545,319
1935.....	353.....	1,679,676
1936.....	739.....	3,602,772
1937.....	935.....	4,474,525
1938.....	1,077.....	4,853,999
1939.....	1,385.....	5,971,731
1940.....	1,817.....	9,076,325
1941.....	1,779.....	8,719,538
1942.....	1,141.....	3,577,380
1943.....	1,277.....	5,246,251
1944.....	714.....	2,956,700
1945.....	764.....	4,081,897
1946.....	1,124.....	7,777,351
1947.....	1,098.....	11,342,737

Reference: Oakland Building Inspector.



**POSTAL RECEIPTS  
OAKLAND—1916-1947**

1916.....	\$ 561,214	1932.....	\$1,823,612
1917.....	624,751	1933.....	1,723,360
1918.....	626,790	1934.....	1,801,840
1919.....	761,784	1935.....	1,952,695
1920.....	785,522	1936.....	2,153,423
1921.....	876,818	1937.....	2,358,766
1922.....	1,025,234	1938.....	2,378,396
1923.....	1,145,028	1939.....	2,492,696
1924.....	1,391,140	1940.....	2,545,887
1925.....	1,708,823	1941.....	2,647,424
1926.....	1,884,929	1942.....	2,981,224
1927.....	1,981,349	1943.....	4,184,499
1928.....	2,013,615	1944.....	4,690,933
1929.....	2,120,874	1945.....	5,202,837
1930.....	2,076,740	1946.....	4,923,246
1931.....	1,893,954	1947.....	5,125,544

Reference: Oakland Post Office.

**BANK DEPOSITS  
OAKLAND—December 31st**

1916-1947

1916.....	\$ 72,955,292	1932.....	\$158,219,295
1917.....	79,579,981	1933.....	131,873,316
1918.....	86,724,100	1934.....	143,333,345
1919.....	105,262,800	1935.....	158,778,724
1920.....	115,988,000	1936.....	179,550,000
1921.....	122,029,183	1937.....	191,850,000
1922.....	134,626,058	1938.....	198,860,000
1923.....	150,887,000	1939.....	197,309,730
1924.....	159,400,000	1940.....	201,252,459
1925.....	166,827,000	1941.....	234,924,936
1926.....	180,644,800	1942.....	309,768,120
1927.....	188,863,436	1943.....	409,423,219
1928.....	205,562,148	1944.....	423,880,793
1929.....	194,093,773	1945.....	528,454,151
1930.....	188,224,828	1946.....	544,266,117
1931.....	171,597,392	1947.....	549,505,817

Reference: Oakland Clearing House Association.



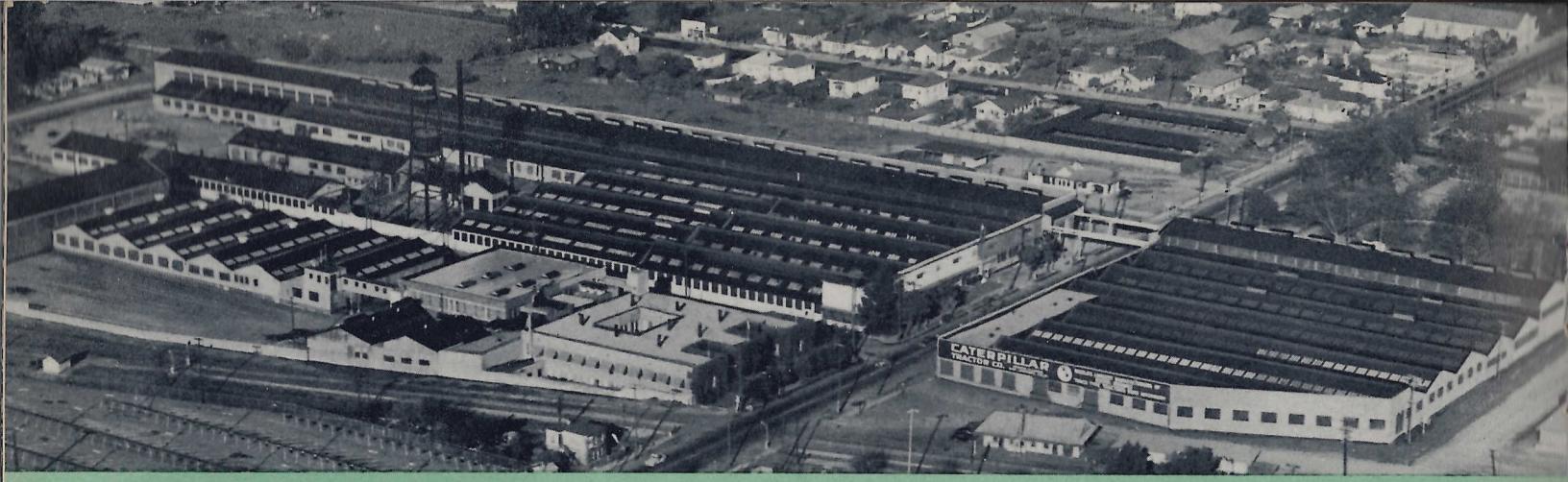
**CARLOADS OF FREIGHT  
OAKLAND SWITCHING DISTRICT**

1916-1947

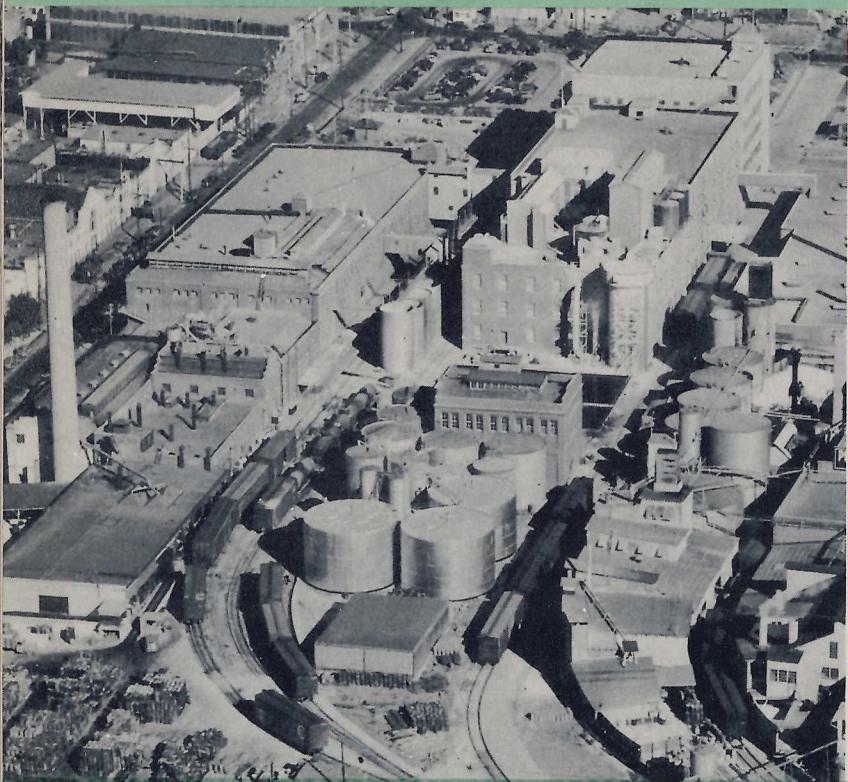
1916.....	81,107	1932.....	103,463
1917.....	88,867	1933.....	121,924
1918.....	95,681	1934.....	153,534
1919.....	101,401	1935.....	158,010
1920.....	107,343	1936.....	186,459
1921.....	79,160	1937.....	207,670
1922.....	106,447	1938.....	153,651
1923.....	134,141	1939.....	167,874
1924.....	121,345	1940.....	190,521
1925.....	145,048	1941.....	273,258
1926.....	169,946	1942.....	347,732
1927.....	178,371	1943.....	378,543
1928.....	203,450	1944.....	426,286
1929.....	220,577	1945.....	410,033
1930.....	200,163	1946.....	306,009
1931.....	147,117	1947.....	317,333

\*National Car Shortage.

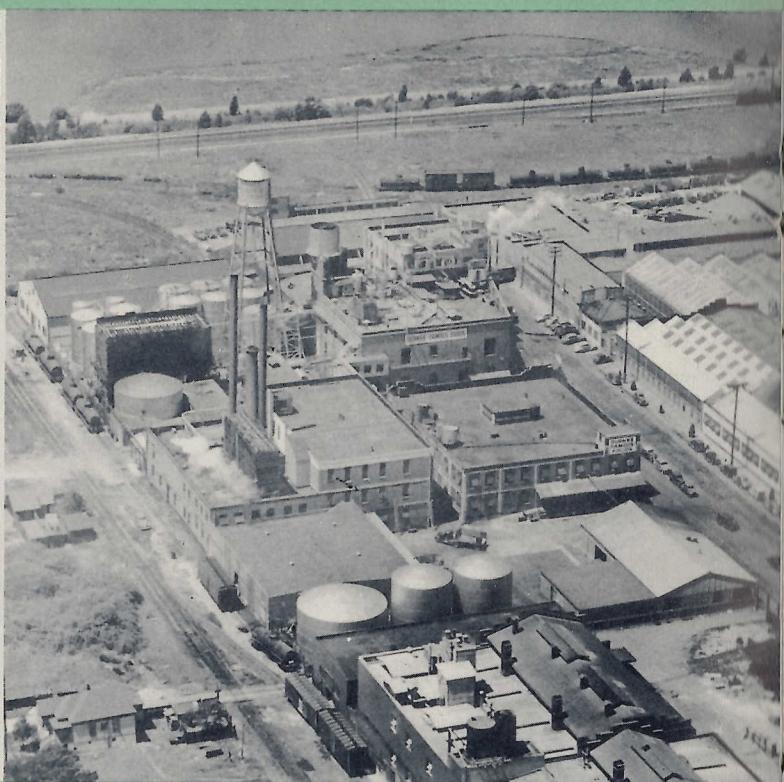
Reference: Pacific Car Demurrage Bureau.



*Caterpillar Tractor Co., San Leandro*



*Colgate-Palmolive Peet Co., Berkeley*



*Durkee Famous Foods, Berkeley*



*General Motors Corp., Chevrolet-Oakland Division, Plant No. 2 (trucks and commercial cars). This plant and Plant No. 1 (passenger cars) and Fisher Body Plant supply Western States, Alaska and Hawaii.*



*Lower:* Oakland City Hall Plaza looking east toward Broadway and 14th Street. Live oak tree, the city's symbol, in foreground.

*Upper:* In sharp contrast, yet closely inter-related with the cities of Alameda County, are its rural areas. This is a vineyard near Livermore.

# METROPOLITAN OAKLAND AREA

## ALAMEDA COUNTY, CALIFORNIA

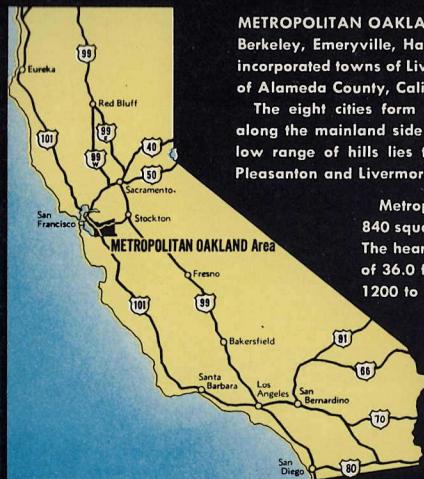
METROPOLITAN OAKLAND AREA includes the cities of Alameda, Albany, Berkeley, Emeryville, Hayward, Oakland, Piedmont, and San Leandro; the incorporated towns of Livermore and Pleasanton; and the rural communities of Alameda County, California.

The eight cities form a continuous community extending for 23 miles along the mainland side of San Francisco Bay. To the southeast beyond a low range of hills lies the Livermore Valley in which are the towns of Pleasanton and Livermore.

Metropolitan Oakland Area (Alameda County) covers 840 square miles. The altitude ranges from 0.0 to 3820 feet. The heart of the Oakland business district has an elevation of 36.0 feet, while the hills overlooking the cities are from 1200 to 1900 feet high.

Metropolitan Oakland Area presents a most unusual combination of city, suburban and country life, closely associated with, but distinct from, business, factory and shipping ...

The most favored location in the Eleven Western States—geographically, climatically, industrially and from the standpoint of accessibility of markets—



## THE NATURAL INDUSTRIAL CENTER OF THE NEW WEST





## A home community

ALTHOUGH a great industrial center, Metropolitan Oakland Area is essentially a home community, or group of communities, where pleasant comfortable living, indoors and out, is enjoyed the year 'round.

Widest choice in your homesite—warm, dry valley; breezy hillside, with magnificent view; tree-shaded canyon; city or suburban lot; or rural acreage.

Patio or outdoor living room with fireplace, a barbecue pit, lovely gar-

dens and trees—these are almost necessities with us.

You may have all the healthful freedom and simplicity of suburban or rural living combined with big city advantages and activities.

Metropolitan Oakland Area is a most unusual combination of sunny, spacious homeland, world famous scenery, mild climate and exceptional educational, commercial and industrial opportunities.

*The accompanying pictures suggest the wide variety in architecture and landscaping, from the executive's mansion to the factory worker's modest but modern home — within walking distance of the plant, or in the scenic hills or nearby acreage areas.*



# MILD

## the year 'round

THE MILDNESS of our climate permits outdoor living and recreation throughout the year.

Mean temperature is 56.8° F., close to the ideal for greatest efficiency. The spread between mean maximum (for July) and mean minimum (for January) is only 32°—between 71° and 39°.

Freezing temperature is rare, and there is no snow, no sleet, no slush to contend with. Practically no time is lost because of inclement weather.

Many savings in plant construction and operation are possible.

Lighter construction—snow loads need not be considered. Cost of footing is less—there are no deep frosts. In most cases double walls and structural insulation materials are not necessary—metal siding saves time and costs for the average plant.

The temperate weather makes possible all-the-year production and outdoor operations.

Temperature and humidity fluctuations are small.



### RELATIVE HUMIDITY (Percent)

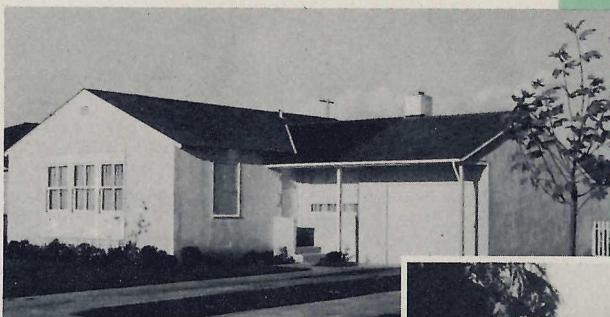
Oakland, California, Municipal Airport													
Pacific Standard Time													Annual
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Average
<b>4:30 A.M.</b>													
14 Yrs. Record	86	85	85	86	85	86	88	89	87	86	84	87	86
Means	86	85	85	86	85	86	88	89	87	86	84	87	86
<b>10:30 A.M.</b>													
11 Yrs. Record	74	72	69	65	66	64	71	72	68	69	68	77	70
Means	74	72	69	65	66	64	71	72	68	69	68	77	70
<b>4:30 P.M.</b>													
14 Yrs. Record	69	66	61	61	62	60	64	65	60	62	63	72	64
Means	69	66	61	61	62	60	64	65	60	62	63	72	64
<b>10:30 P.M.</b>													
11 Yrs. Record	82	82	80	80	80	81	85	86	82	82	80	83	82
Means	82	82	80	80	80	81	85	86	82	82	80	83	82

### TEMPERATURE AND RAINFALL

Based on observations over a nineteen year period

MONTH	Aver. Monthly Temperature (Degree Fahrenheit)	Aver. Monthly Rainfall (Inches)
January	47.7	3.50
February	50.9	3.48
March	54.0	2.41
April	56.0	1.17
May	58.9	.56
June	61.7	.20
July	63.0	T
August	63.0	.03
September	63.6	.09
October	60.4	.87
November	53.6	1.64
December	49.3	3.24
Annual Average	56.8	Total 17.19
Summer Average	62.8	Summer Total .32
Winter Average	50.4	Winter Total 11.86

Source: United States Weather Bureau Readings from Oakland Municipal Airport.





## Most favorable location for Fast low-cost distribution

METROPOLITAN OAKLAND AREA is the most favorable point for quick, economical distribution to the Eleven Western States—at the center of the Northern California coast area and midway between Washington-Oregon and Southwestern areas.

Oakland is Pacific Coast railhead, the mainland terminus of three transcontinental railroads—Santa Fe, Southern Pacific, Western Pacific—serving the Eleven Western States and the United States, Canada and Mexico over five routes and their connections.

Overnight freight service to points in California, Southern Oregon and Western Nevada. Map on next

page shows approximate time for other points.

With a plant in Metropolitan Oakland Area you can save up to 10 days over delivery from the East. .

Rail freight rates on commodities from the Pacific Coast meet west-bound rail rates on commodities shipped from the Atlantic Coast, generally speaking, at Colorado. The Rocky Mountains are the common point in competition with the Chicago district.

Door pick-up and delivery for less-than-carload traffic is provided at all important points in California and other states.

## Favorable freight rate area

METROPOLITAN OAKLAND AREA is at the center of the Northern and Central California favorable freight rate area.

71% of the population of California, Oregon and Washington can be served from Metropolitan Oakland Area at less cost and in less time than from Seattle and Portland.

59% can be served at less cost than from Los Angeles.

Metropolitan Oakland Area and Los Angeles serve the Rocky Mountain section at about equal distribution costs.

Raw materials from Hawaii and the Orient and from the Atlantic Coast, can, as a general rule, be processed and redistributed from Metropolitan Oakland Area to eastern and middle western destinations at lower cost than from the Atlantic Coast and Gulf Coast.

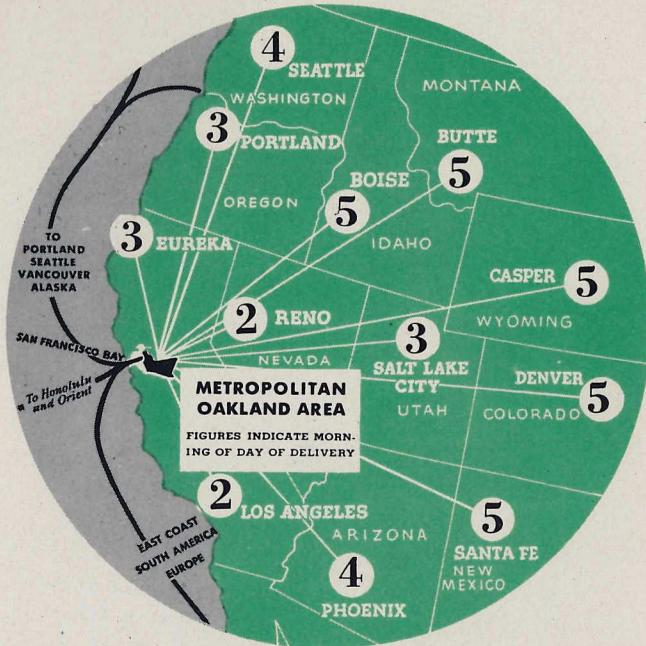
## Highways center, too

MANY TRUCK LINES operating over the eleven Western States via 185,000 miles of surfaced highways, have their termini Metropolitan Oakland Area.

Many common carrier truck lines serve all principal cities of the Coast, the East and intermediate points . . .

Plus numerous radial highway and contract carriers operating over irregular routes.

Costs are low due to short mileages to Northern and Central California points, including the rich agricultural valleys.



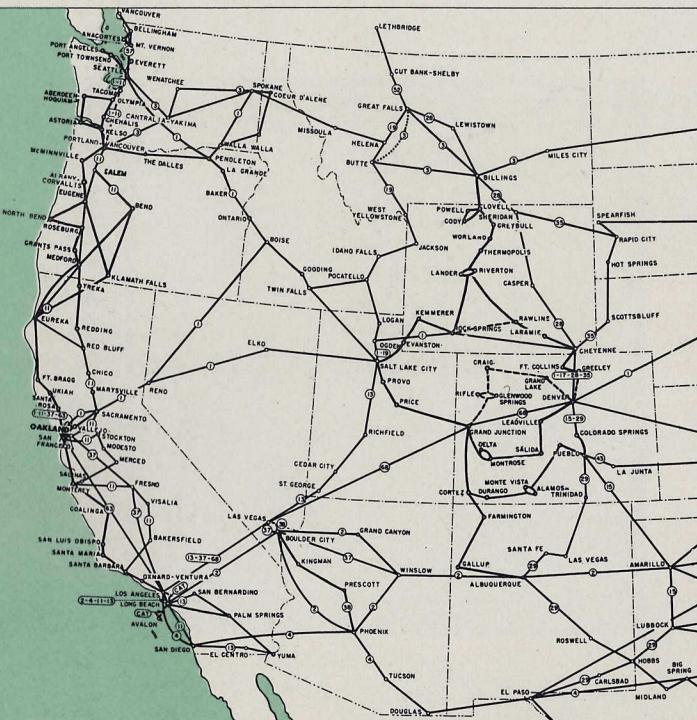
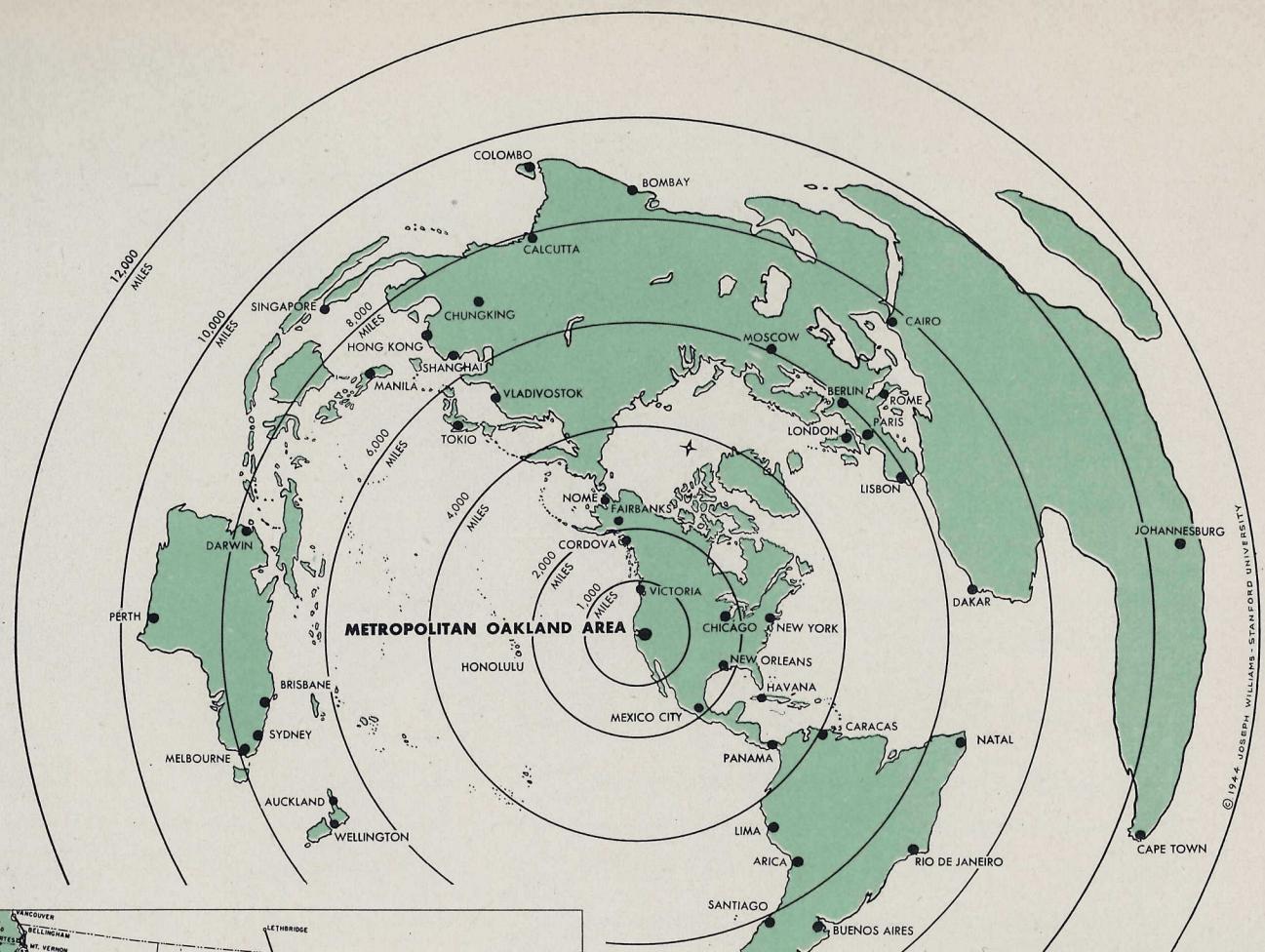
*Metropolitan Oakland Area is the most favorable distribution point from which to serve the Eleven Western States. Above map shows day of delivery for carload lots for various points. Below is comparison with delivery from Chicago.*

### Comparison of DAY OF DELIVERY after shipment by rail from Oakland and Chicago

TO	Miles from Oakland	Day of Delivery after Shipment			
		FROM OAKLAND	FROM CHICAGO	Less-Carload	Carload
Eureka	291	3rd	3rd	8th	8th
Los Angeles	464	2nd	2nd	8th	7th
Phoenix	798	2nd	4th	5th	5th
Santa Fe	1282	5th	5th	5th	4th
Reno	239	1st	2nd	6th	6th
Portland	720	4th	3rd	8th	7th
Seattle	900	5th	4th	8th	7th
Spokane	970	5th	4th	7th	6th
Boise	945	6th	5th	6th	5th
Butte	1175	6th	5th	7th	5th
Salt Lake City	814	4th	3rd	5th	6th
Denver	1385	6th	5th	4th	3rd

Eight nation-wide and Coast bus lines serve the Area.

All rates and services are regulated by California Public Utilities Commission and the Interstate Commerce Commission.



## AIRWAYS CENTER of the NEW WEST and the PACIFIC

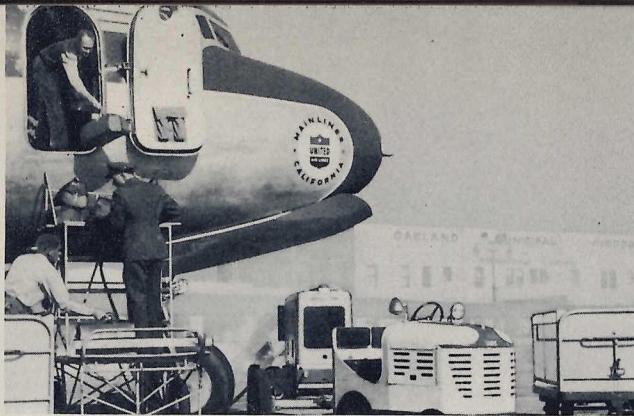
### Anywhere in the world within 40 hours

This global equidistant projection map shows, how, with Metropolitan Oakland Area as its "north pole," the most distant point in the world is only 40 air transport hours away. (At plane speed of 300 miles per hour, transports to cruise at 450 miles an hour are already in the air).

AT THE CROSSROADS of the north and south, the eastern and the transpacific routes, Oakland Municipal Airport (see opposite page) offers the manufacturer, business man and private citizen complete modern freight transport, air express and passenger service.

Only civilian field in Northern California with dual runways and all-weather landing systems. Most centrally located airport in San Francisco Bay Area. Only 20 minutes from Oakland City Hall and main business district.

Nine major domestic and transoceanic lines. Home base for 30 civil aviation concerns.



# Oakland International Municipal Airport

has been expanded by the City, the Civil Aeronautics Administration and the Army and Navy to four times its pre-war size, and today is one of the largest civilian airports in the world. Spreading over 2400 acres, it is world renowned among airmen and air travelers for its all-clear approaches, excellence of its design and efficiency of its operation. The birthplace of modern air transportation as a result of Guggenheim Foundation tests conducted here in the early thirties, and of oceanic flying through the trail-blazing Pacific flights which lifted from its runways in the late twenties, Oakland Airport has maintained its leadership through the years. As evidence of its public service, the more than five miles of runways have logged nearly 6,000,000 aircraft movements, believed to be a world record for civilian airports.

The only mainland terminal for the trans-Pacific airways and only civilian airport in Northern California providing the protection of both types of instrument landing systems, Oakland Airport also has dual runways, which greatly increase the safety of handling arrivals and departures and facilitate operation.

## **Home base for 30 aviation concerns**

Oakland Airport is home base for 30 civil aviation concerns, including Transocean Air Lines, world's largest contract air carrier.

Liners of five domestic carriers certificated to this Area serve Oakland Airport. Typical loading scene as one of the four-engine liners takes on cargo, near the Terminal Building.

Customs and immigration offices are located at the field, making it an airport of entry.

Domestic air transportation service is supplied by four major airlines, and eight others have applied to the Civil Aeronautics Authority for certificates.

Air express and freight services provide overnight delivery to New York and nearly every other important city in the country.

## **Expansion program**

The expansion program now under way calls for expenditure of another \$10,000,000. Plans include parallel runways 10,000 feet long in three directions, a total of six heavy duty runways. The projected master plan will give Oakland Municipal Airport a Class 9 rating, the highest classification.

Facilities provide for handling of air freight between rail, water, truck and air carriers. Loading space is provided for simultaneous accommodation of 30 air transports.

An industrial area of 643 acres has been set aside for industries connected with aviation factories and assembly plants.

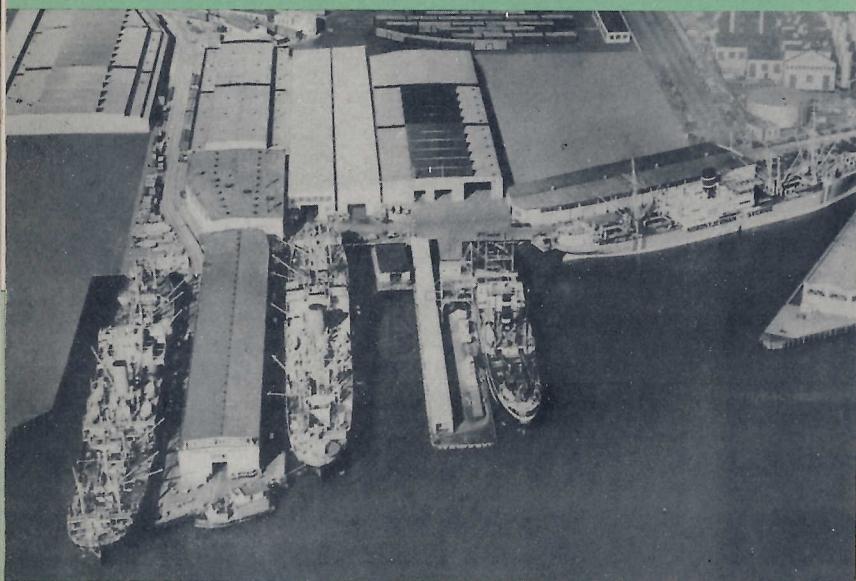
Factory sites on a 35-foot deep channel to the bay provide direct water service for overseas and inter-coastal shipments. Transcontinental railroad and highway facilities also are available.

Metropolitan Oakland Area has three major airports: Oakland Municipal Airport—wartime world headquarters of Naval Air Transport Service, and terminal of its 4-engine landplane Pacific operations—and the former Army fields at Hayward and Concord. A master airport plan projects 15 airports to meet the needs of Metropolitan Oakland Area in the next decade.

*Oakland Municipal Airport, the only all-weather civilian airport in Northern California.*



Ninth Avenue Terminal, Oakland Inner Harbor, has a berthing space of 2278 linear feet, transit shed area of 91,000 square feet and open pier area of 320,220 square feet. An adjacent area is used for handling lumber and other bulk commodities.



On Oakland Inner Harbor is Howard Terminal. Three transcontinental railroads have rail connections. Berthing space exceeds 1600 feet. Transit sheds, 253,000 square feet.



Encinal Terminals on the Inner Harbor in Alameda. 2800 feet of berthing space and 270,000 square feet of shed area. Rail, steamer and truck operations centralized at one point.



MARKET NO. 5  
**THE PACIFIC  
LATIN AMERICA  
THE WORLD**

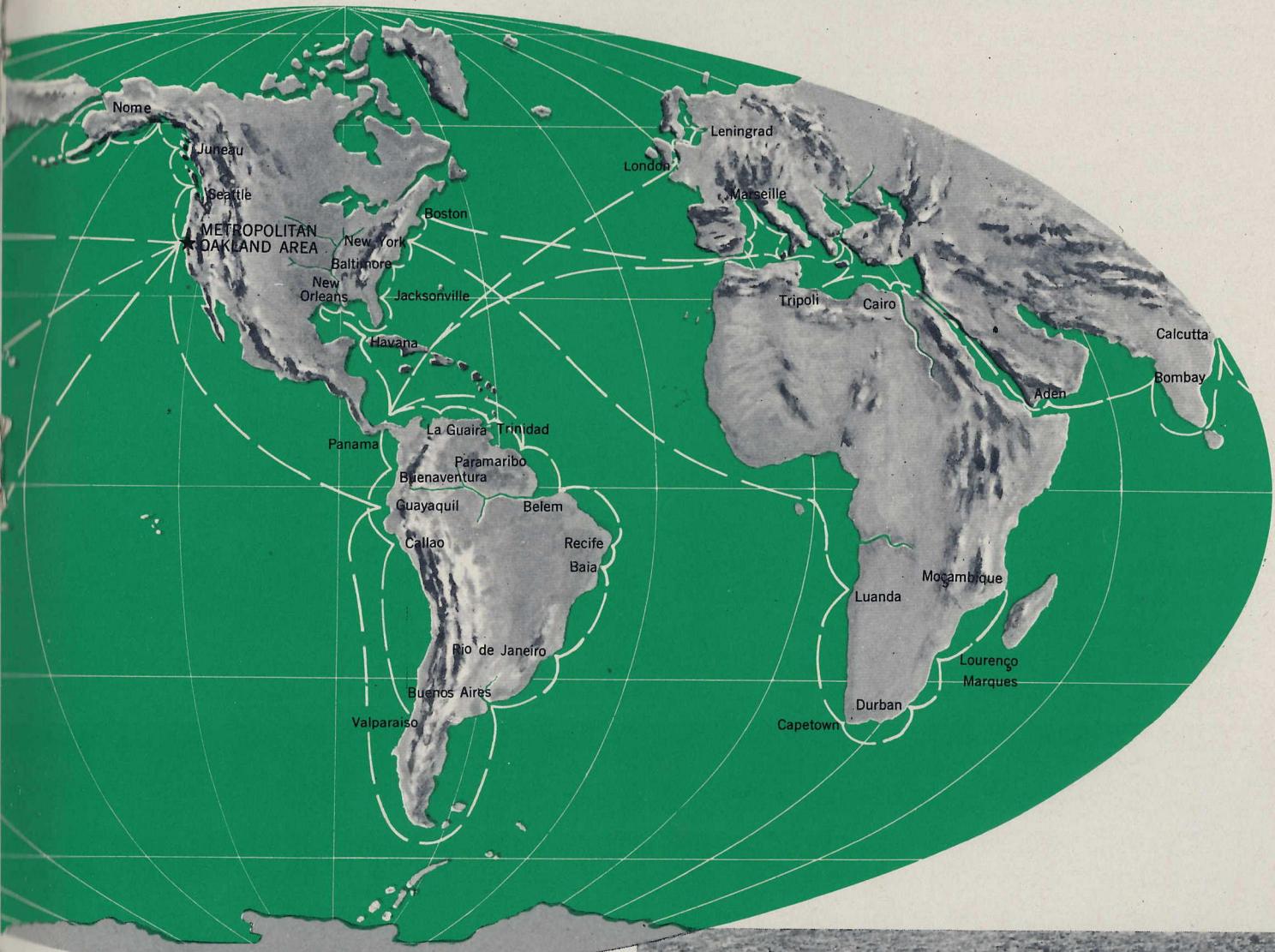
## Centrally located

MANY MILLIONS OF TONS of a great diversity of products have been shipped from the Port of Oakland and the privately owned terminals of Metropolitan Oakland Area. Today, with world trade again forging ahead, the profit opportunities are greater than ever.

Prospective customers in the Pacific Basin countries are hungry for goods—the Orient, Australia, New Zealand, Russia, Latin America, Canada, Alaska.

And these countries are prolific sources of raw materials needed by American manufacturers.

The logical location for a company interested in these rapidly developing export-import opportunities is Metropolitan Oakland Area because:



## world port

Commanding position for world trade, as shown by the accompanying map.

On the mainland side of San Francisco Bay.

Terminus of three transcontinental railroad systems.

Direct loading between ship and cars.

A system of deepwater harbors and terminals unexcelled on the Pacific Coast.

Steel and concrete construction, sprinkler equipped.

Low insurance rates on cargo.

Thoroughly modern facilities for handling all types of cargo.

Foreign Trade Zone, operated by California State Harbor Commission, provides duty-free facilities of a free port in fenced-in and customs-guarded area in San Francisco.



*Oakland Outer Harbor Terminal has more than mile of berthing space. Transit shed over nine acres. Port buildings at right occupied by Rosenberg Bros. & Company, Libby, McNeil & Libby and other concerns.*

## Intercoastal-coastwise

INTERCOASTAL STEAMSHIP LINES provide transportation for westbound materials and semi-finished products, and for eastbound Pacific Coast finished goods.

In many cases, the rates bring Metropolitan Oakland Area as close to the Atlantic Coast as are Chicago and other Middle Western points.

Coastwise steamship service has been discontinued since the war, but it is hoped it will be resumed in the near future.

## A \$300,000,000 harbor

Oakland Harbor comprises 19 miles of waterfront in Oakland, two-thirds of which is owned by the city, and seven miles in Alameda. The government, municipal and private facilities represent an investment of more than \$300,000,000 in this outstanding military and civilian maritime base of the Pacific Coast. There are 13 miles of berthing space, with accommodations for 60 large deep-draft vessels, 260 acres of covered storage and transit shed space, and 88 miles of railroad trackage for car storage and operations.

Many small docks and wharves serve light draft small vessels and barges.

Eighty-five piers, wharves, and docks handle about 4,000,000 tons of waterborne commerce annually.

cargo terminals have more than two miles of berthing space for ocean-going vessels, and transit sheds total more than 1,200,000 square feet. Shipside tracks for direct loading between rail and ship.

Terminals are of concrete and steel construction and have automatic sprinkler systems. Hence shippers enjoy one of the lowest insurance rates on cargo in the United States.

Large areas of open docks and bulkheads provide for handling bulky commodities, or for storage.

In the rear of the general cargo terminals in the Outer Harbor area are buildings leased by the Port of Oakland to large packing, manufacturing and shipping concerns, or operated as shipside storage warehouses.

An Inland Waterway Terminal for shallow-draft river steamers and local barges is located in the Inner Harbor.

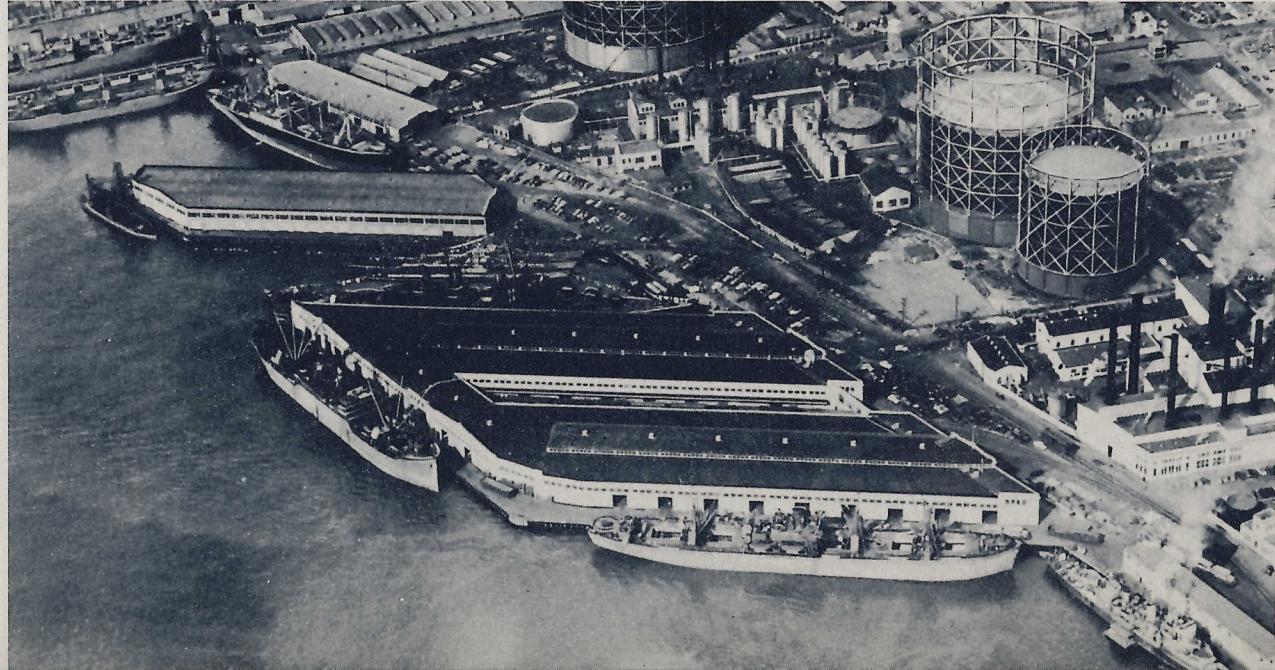
There are extensive shipbuilding and ship repair facilities. Four floating dry docks, one graving dock, fourteen marine railways, nine marine repair plants for all types of vessels, are located in Metropolitan Oakland Area. Floating heavy lift crane equipment, wrecking and salvage facilities available.

Privately operated general cargo terminals also offer complete facilities—terminal storage, free and bonded warehouses, and industrial space.

## Port of Oakland

The City of Oakland exercises control of its port through the Board of Port Commissioners. General

*Close to the wholesale and warehouse district, the Grove Street Terminal, Inner Harbor, has a combined berthing space of 3613 linear feet and transit shed area of 249,820 square feet.*





*Western Regional Research Laboratory of U. S. Dept. of Agriculture, Albany*

## Permanent Government Establishments

SIGNAL RECOGNITION of Metropolitan Oakland Area's exceptional advantages as a rail, air, water, and highway transportation and shipping center is evidenced by the permanent government establishments that have been located here after many exhaustive studies of other Pacific Coast areas. Among these establishments are

U. S. Naval Air Station, Alameda  
U. S. Naval Supply Depot, Oakland  
Largest coastal naval supply depot in the  
United States  
U. S. Naval Auxiliary Base, Oakland

U. S. Maritime Service Officers' School, Alameda  
Oakland Army Base, Oakland  
U. S. Coast Guard Base, Alameda  
Pacific Overseas Air Materiel District, Alameda  
Western Regional Research Laboratory of U. S.  
Dept. of Agriculture, Albany

Most of these installations were located here before the war and have been greatly expanded since then. More than \$236,000,000 have been invested in plant construction and facilities. There are more than 100 government installations in the Area.

GLYDE SUNDERLAND, OAKLAND

37

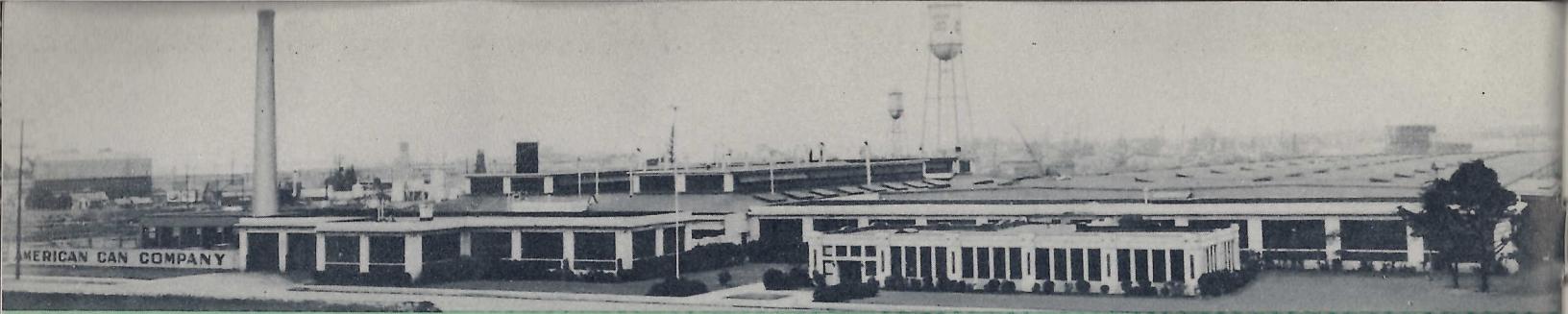


*Oakland Army Base*

*Outer Harbor Terminal, Port of Oakland*

*U. S. Naval Supply Depot*

*U. S. Naval Air Station*



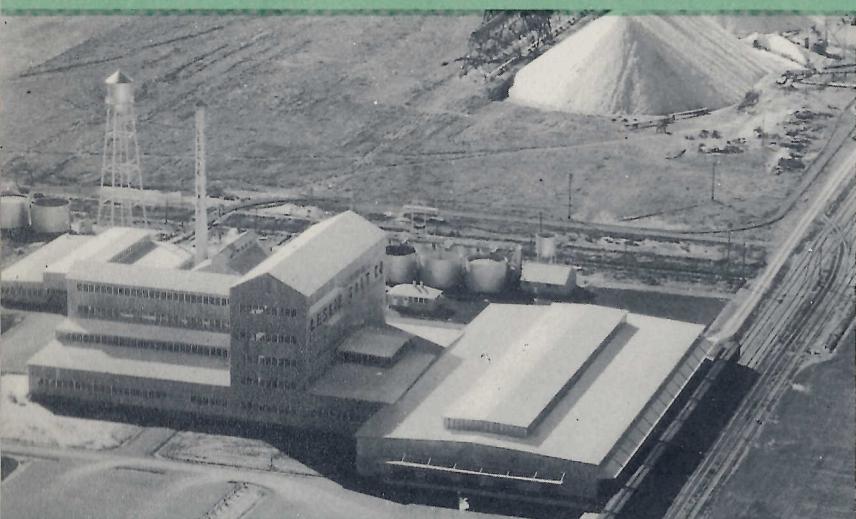
*American Can Company, Oakland*



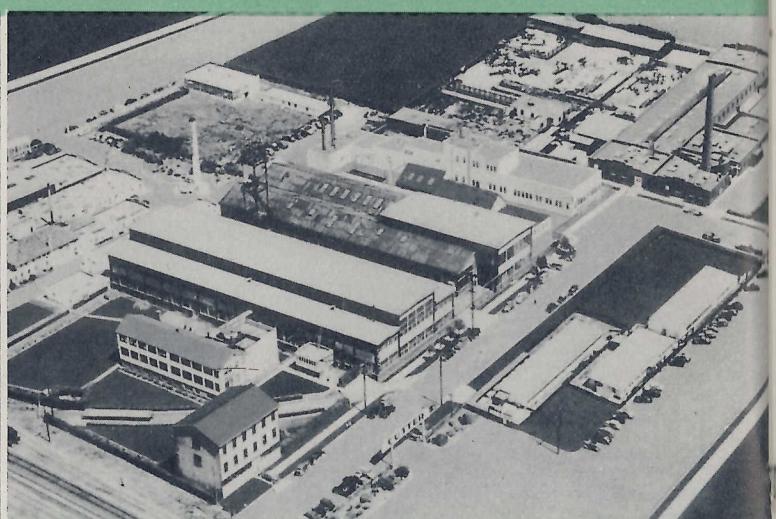
*Pacific Guano Company, Berkeley*



*Nordstrom Valve Div., Rockwell Mfg. Company, Oakland*



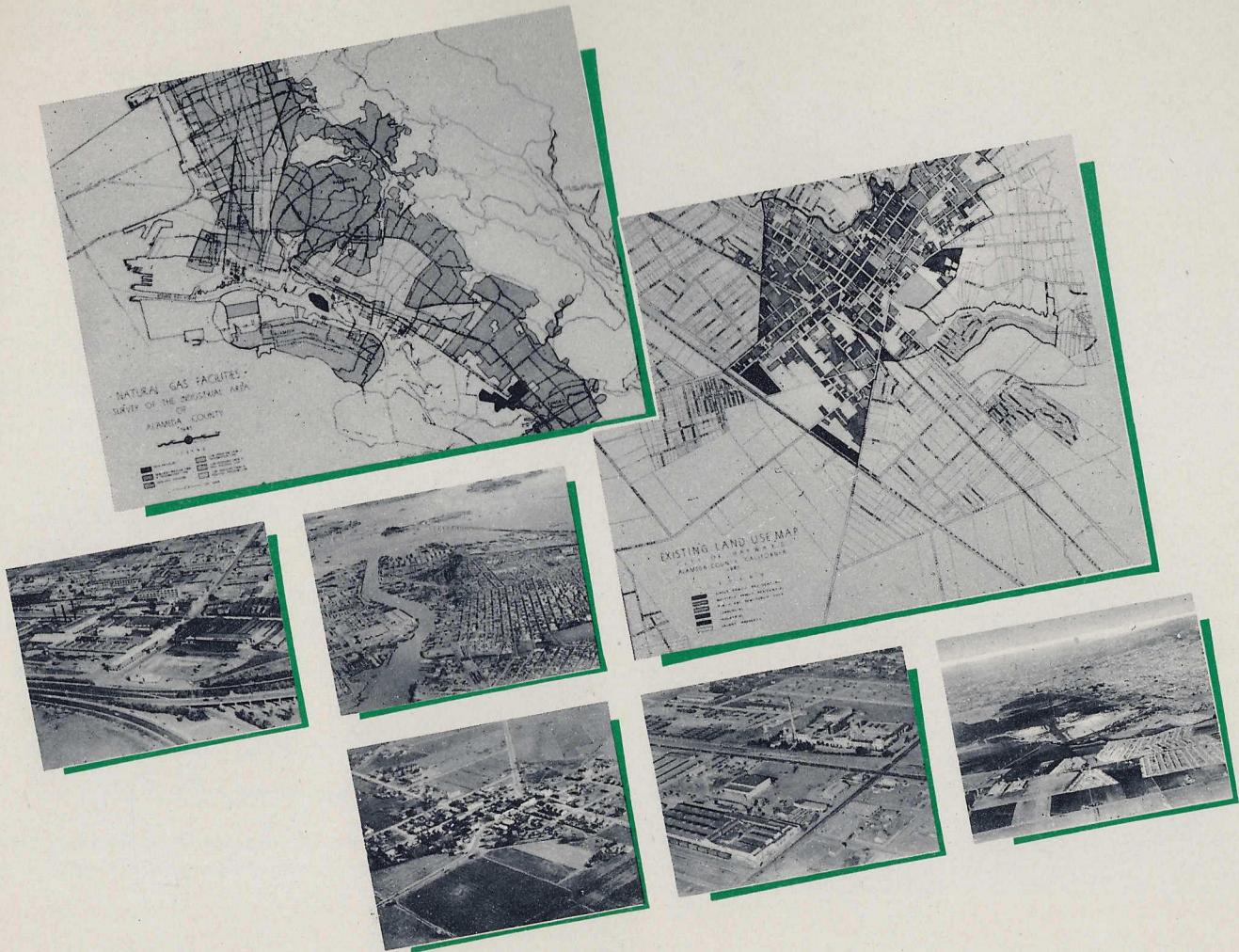
*Leslie Salt Co., Newark*



*The Cutter Laboratories, Berkeley*



*Atlas Imperial Diesel Engine Co., Oakland*



## County-wide industrial survey

FOR ANY MANUFACTURER or business man who is thinking of locating in Metropolitan Oakland Area, there is now available a complete and down-to-date survey covering all important community data of Alameda County.

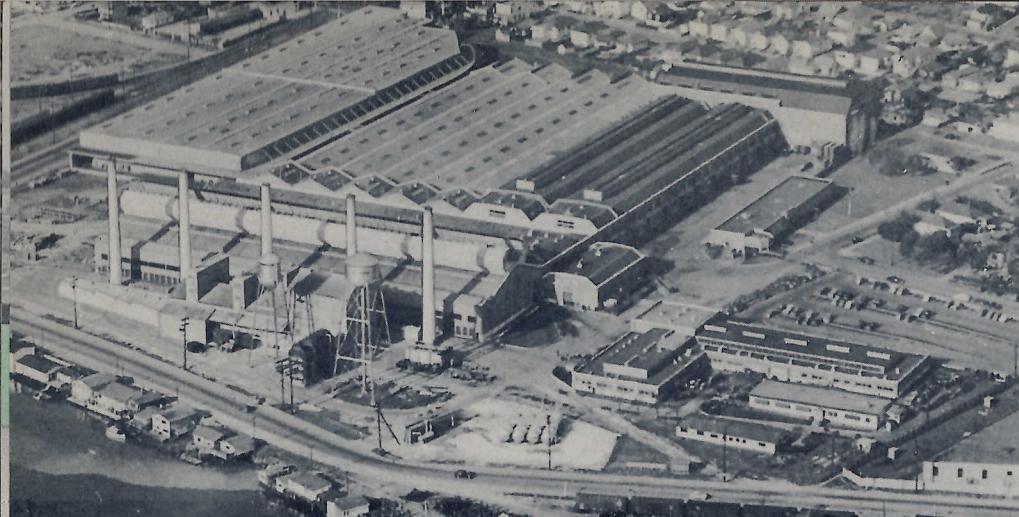
The survey consists of graphic maps and charts with brief explanatory text, rather than reams of hard-to-read typewritten copy, as in the usual survey.

Listed and mapped is every industrial site of more than two acres within incorporated areas, and of five acres in unincorporated areas. The economic factors about each site are segregated and listed. For easy reference, under 23 classifications, is information on

zoning, topography, soil classification, tax rates, natural resources, railroads, deep water facilities, mass transit, transportation centers, natural gas, water, electricity, sewers, etc., included in a single data book.

Daily revisions assure the accuracy of data, and record changes of ownership and other fluctuations.

Supplementing the survey is a file of several hundred air and ground photographs of all in the industrial sections, which visualize the information given by the maps and charts. Photographs of business and residential areas are included, as well as scenic and recreational attractions.



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Albany   Berkeley   Emeryville

Oakland

Alameda



## NATIONALLY and distributors who have plants in Metropolitan Oakland Area

IT PAYS to manufacture in the West to serve the West. It pays best when your plant is located in Metropolitan Oakland Area, The NATURAL Industrial Center of the NEW West.

More than 200 nationally known, and hundreds of regional and local manufacturers and wholesalers have proved the truth of this statement through profiting by the manufacturing and distributing advantages of this Area.

Some of these firms are listed on following pages.

*Owens-Illinois Glass Co., Oakland (Upper)  
The Sherwin-Williams Co. of California, Emeryville*

Lake Merritt



# KNOWN MANUFACTURERS

Aermotor Company  
 Air Reduction Pacific Co.  
 Alaska Packers Association  
 Albers Milling Company  
 (Carnation Company)  
 Allis-Chalmers Mfg. Co.  
 Aluminum Cooking Utensil Co.  
 \*American Alloys & Chemical Co.  
 American Bitumuls Company  
 American Can Company  
 American Coach Body Co., Calif. Div.  
 American Foundry Equipment Co.  
 American Manganese Steel Div. of  
 American Brake Shoe Company  
 American Optical Company  
 American Rolling Mill Co. of Calif.  
 Armco Drainage & Metal Products,  
 Inc.  
 Armour and Company  
 Associated Seed Growers, Inc.  
 Atlas Imperial Diesel Engine Co.  
 Auto-Lite Battery Corporation of  
 California  
 Baxter, J. H., & Company  
 Best Foods, Inc.  
 Bethlehem Steel Co.  
 Booth, F. E., Company

Borden Co., The  
 Boyertown Burial Casket Co.  
 Brodie, Ralph N., Co.  
 Caine Steel Company  
 California Cotton Mills Co.  
 California Ink Co., Inc.  
 California Packing Corp.  
 California Wire Cloth Corp. (Colo-  
 rado Fuel & Iron Corp.)  
 Canada Dry Ginger Ale, Inc.  
 Cardinet Candy Co.  
 Carnation Co.  
 Case, J. I., Co.  
 Castle, A. M., & Co.  
 Caterpillar Tractor Co.  
 Chamberlin Co. of America  
 Champion Co.  
 Chemical & Pigment Co., Div. of  
 The Glidden Co.  
 Chevrolet-Oakland, Division of  
 General Motors Corporation  
 Chrysler Motors Parts Corporation  
 Clorox Chemical Company  
 Coast Manufacturing & Supply Co.  
 Coca-Cola Bottling Co. of Calif., The  
 Colgate-Palmolive-Peet Co.  
 Consolidated Western Steel Corp.

Continental Baking Co.  
 Continental Can Co., Inc.  
 Crane Company  
 Cudahy Packing Co., The  
 Cutter Laboratories, The  
 Cyclone Fence Div. of American  
 Steel & Wire Co.  
 \*Deere, John, & Co.  
 Dennison Foods  
 Detroit Steel Products Co.  
 Dewey & Almy Chemical Co.  
 Dobeckmun Co., The  
 Dodge-San Leandro Plant  
 Doughnut Corp. of America  
 Dromedary Co., Inc.  
 Durkee Famous Foods  
 El Dorado Oil Works  
 Ferguson, Harry, Inc.  
 Ferro Enameling Co.  
 Fisher Body Oakland Div., General  
 Motors Corp.  
 Fort Dearborn Lithograph Co.  
 Friden Calculating Machine Co., Inc.  
 Frigidaire Div., Gen'l Motors Corp.  
 Fry, L. A., Roofing Co.  
 \*Fruehauf Trailer Co.  
 Fuller, W. P., & Co.

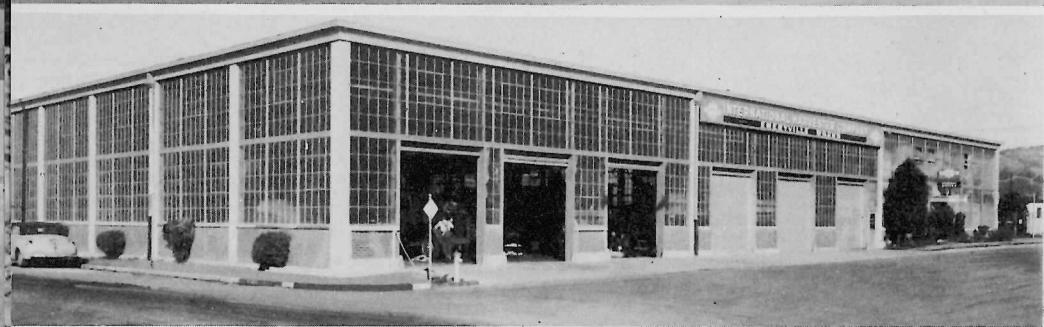
Government Island



Oakland



Alameda



**Nationally known  
manufacturers (Continued)**

Fullwell Motor Products Co., The Furst-McNess Co.  
Gaylord Container Corp.  
General Aniline & Film Corp., Ozalid Products Division  
General Cable Corp.  
General Electric Co., 2 plants  
\*General Foods Corp.  
General Metals Corporation  
General Motors Corp., Electro-Motive Division  
General Motors Corp., Parts Div.  
General Motors Truck & Coach Div.  
General Petroleum Corp. of Calif.  
Gerber Products Co.  
Golden State Company, Ltd.  
Graham, James, Mfg. Co.  
Grinnell Co. of the Pacific  
Hall-Scott Motor Car Co.  
Hazel-Atlas Glass Co.  
Heinz, H. J., Company  
Hoyt Heater Co., Ltd.  
Holly Sugar Corporation  
Hubbard & Co.  
Hudson Lumber Company

\*Has purchased site.

*Continental Can Co., Inc., Oakland*

*National Container Corporation, Oakland*

*International Harvester Co., Emeryville*

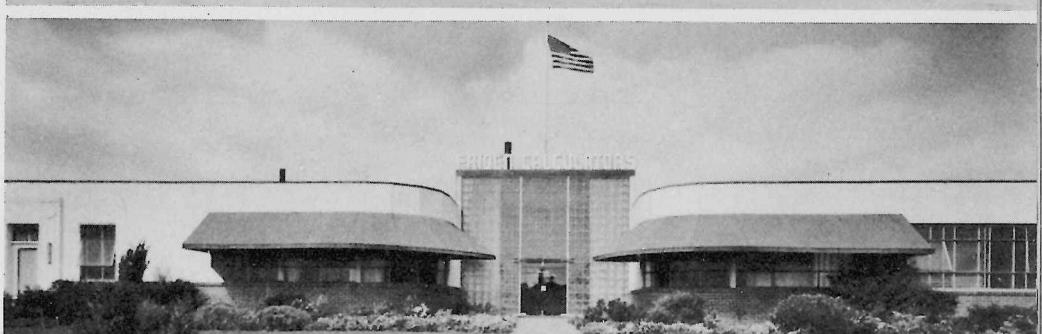
42 *Oakland International Airport*

*Oakland*

*Brookfield Village*



Hunt Foods, Inc.  
 Interchemical Corporation  
 Inter-Coastal Paint Corp.  
 International Harvester Co.  
 International Printing Ink Div. of  
     Interchemical Corp.  
 Irving Subway Grating Co., Inc.  
 James Manufacturing Co.  
 Jensen Machinery Co.  
 Jensen Radio Mfg. Co., Inc.  
 John, B. P., Furniture Corp.  
 Johnson, S. T., Company  
 Kaiser, Henry J., Co.  
 Kawneer Co., The  
 Kay Manufacturing Corp.  
 Kelvinator Div., Nash-Kelvinator Corp.  
 Keystone Steel & Wire Co.  
 Kieckhefer Container Co.  
 Kirsch Company  
 Kraft Cheese Co.  
 Krim-Ko Company  
 Lasher Spring & Tire Corp.  
 LaPlant-Choate Mfg. Co., Inc.  
 Leslie Salt Co.  
 Libby, McNeill & Libby  
 Lincoln Electric Company  
 Linde Air Products Co., The



*Shell Development Company, Emeryville*  
*The Union Diesel Engine Company, Oakland*  
*Friden Calculating Machine Co., Inc., San Leandro*

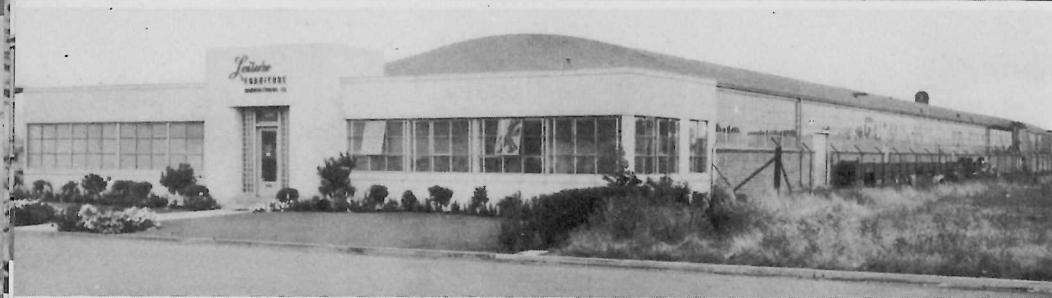
*San Leandro*





**Nationally known manufacturers (Continued)**

Link-Belt Co., Pacific Division  
McKesson & Robbins, Inc.  
(Langley Michaels Div.)  
McQuay-Norris Mfg. Co.  
Marchant Calculating Machine Co.  
Moore Business Forms, Inc.  
Moore Dry Dock Company  
Morrell, John, & Co.  
Morton Salt Company  
National Automotive Fibres, Inc.  
National Container Corporation  
National Lead Company  
National Pressure Cooker Co., Inc.  
National Nut Co. of California  
Nelson Specialty Welding Equipment Corp.  
Nordstrom Valve Division of Rockwell Manufacturing Co.  
Northrup King & Co.  
Oliver Farm Equipment Co.  
Owen Bucket Co., The  
Owens-Illinois Pacific Coast Co.  
Pacific Airmotive Div. of Airplane Mfg. & Supply Corp.  
Pacific Can Company  
Pacific Guano Company  
Paraffine Companies, Inc., The

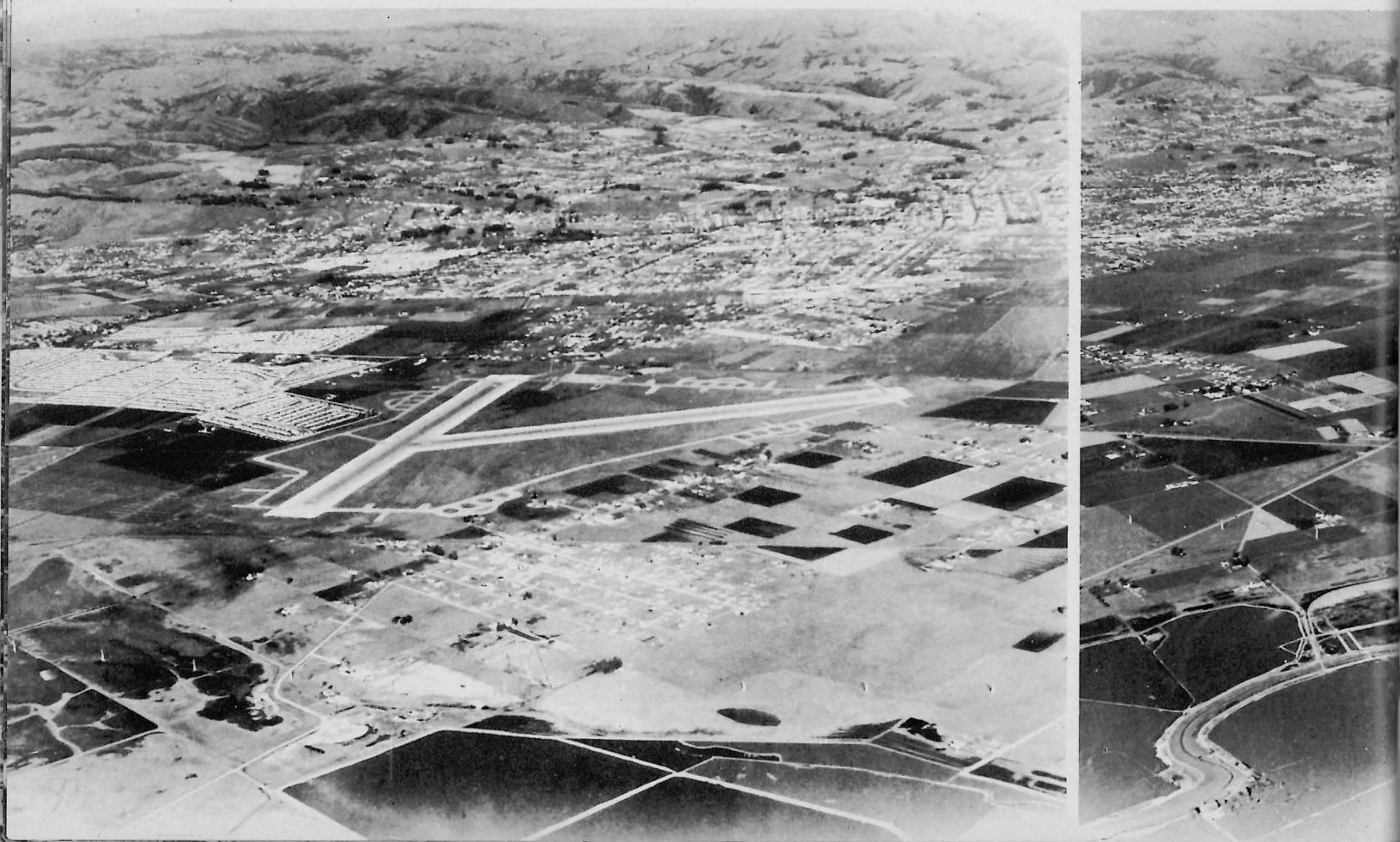


44 San Lorenzo Village

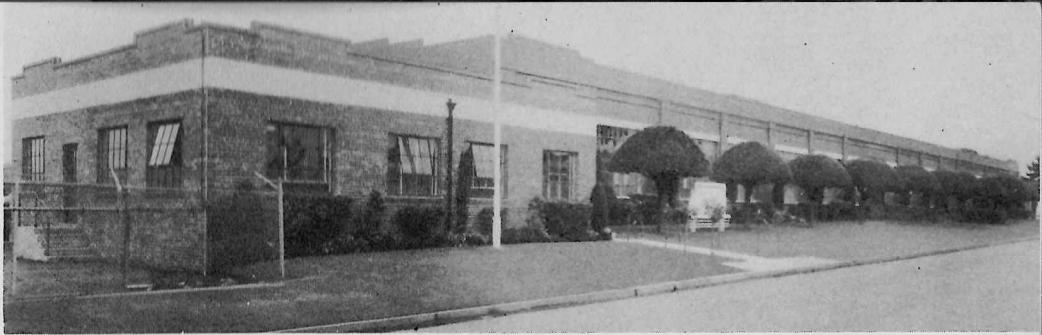
Hayward Airport

Hayward

*Wesco Waterpaints, Inc., Berkeley  
Canada Dry Ginger Ale, Inc., Berkeley  
Leisure Furniture Mfg. Co., Oakland*



Pepsi-Cola Company  
 Perfection Stove Company  
 Peter Paul, Inc.  
 Philadelphia Quartz Company  
 Pittsburgh Equitable Meter Co.  
 Pittsburgh Water Heater Co.  
 Prest-O-Lite Battery Company, Inc.  
 Pure Carbonic, Incorporated  
 Ralston Purina Co.  
 Rawleigh, W. T., Co.  
 Richfield Oil Corporation  
 Rose Exterminator Co.  
 Rosenberg Bros. & Company  
 Ryerson, Joseph T. & Sons, Inc.  
 St. Regis Paper Company  
 Shand & Jurs Co.  
 Shell Oil Company  
 Sherwin-Williams Co.  
 Shredded Wheat Bakeries, National  
     Biscuit Company  
 Spark Stove Co.  
 Sperry Flour Company  
 Spool Cotton Company, The  
 Standard Brands of California  
 Standard Fence Division, American  
     Steel & Wire Co.  
 Standard Oil Co. of California  
 Stanley Home Products, Inc.



*Peter Paul, Inc., Oakland*

*Saylor's Chocolates, Inc., Alameda*

*Doughnut Corporation of America, Emeryville*

*Mt. Eden*

*Alvarado*

*Centerville*

*Newark*

*Niles*



## Nationally known manufacturers (Continued)

Stewart Hartshorn Co.  
 Stokely Bros. & Company, Inc.  
 Sturtevant, B. F., Co., The  
 Sunshine Biscuits, Inc.  
 Swift & Company, Inc.  
 Texas Company, The  
 Tide Water Associated Oil Co.  
 Trailmobile Company  
 Trojan Powder Company  
 Trumbull Asphalt Co. of Delaware  
 United States Plywood Corp.  
 U. S. Steel Products Co.  
 (Boyle Mfg. Div.)  
 Union Diesel Engine Co., The  
 Union Oil Company of California  
 Uarco, Inc.  
 United States Envelope Co.  
 Van Camp's, Inc.  
 Ward, Montgomery, & Company  
 Watkins, J. R., Company, The  
 Welch Grape Juice Co.  
 Wesco Waterpaints, Inc.  
 Western Electric Co., Inc.  
 Western Vegetable Oils Co., Inc.  
 Western Waxed Paper Co., Div. of  
 Crown Zellerbach Corp.  
 Westinghouse Electric Corp.  
 Westinghouse Pac. Coast Brake Co.

Weston Biscuit Co.  
 Westvaco Chemical Division, Food  
 Machinery & Chemical Corp.  
 Williams, C. K., & Co. of Calif.  
 Yellow Truck & Coach Mfg. Co.  
 (Gen. Motors Truck & Coach Div.)  
 Young, L. A., Spring & Wire Corp.  
 Zellerbach Paper Company

## CONTRA COSTA COUNTY

American Radiator & Standard  
 Sanitary Corp.  
 American Smelting & Refining Co.  
 Atlas Powder Company  
 Balfour-Guthrie, Incorporated  
 Booth, F. E., Company  
 California Cap Company  
 California Packing Corporation  
 California Spray-Chemical Corpora-  
 tion  
 California Steel Products  
 California & Hawaiian Sugar Re-  
 fining Corp., Ltd.  
 Certain-Teed Products Corporation  
 Columbia Steel Company  
 Cowell Portland Cement Company

Eastman Tag & Label Company  
 Fibreboard Products Inc.  
 Ford Motor Company  
 Galen Company, Incorporated  
 Garwood Industries, Inc.  
 General Chemical Company  
 Glass Containers, Incorporated  
 Great Western Division, The Dow  
 Chemical Company  
 Great Western Electro Chemical Co.  
 Hercules Powder Company  
 Jacuzzi Brothers, Incorporated  
 Johns-Manville Products Corp.  
 Kaiser, Henry J., Co.  
 Niagara Sprayer and Chemical Division  
 of Food Machinery Corporation  
 National Oil Products Company  
 Pioneer Rubber Mills  
 Pullman Company  
 Redwood Manufacturers Company  
 Rheem Manufacturing Company  
 Shell Chemical Company  
 Shell Oil Company  
 Standard Oil Company of California  
 Stauffer Chemical Company  
 Tide Water Associated Oil Com-  
 pany, Associated Div.  
 Union Oil Company



# Tremendous natural resources

MANUFACTURING PLANTS in Metropolitan Oakland Area obtain raw materials in greatest variety from nearby points in California and the other western states. Percentages of the Nation's production for a few of the more important products follow:

## PACIFIC COAST RAW MATERIALS

PER CENT U. S.  
PRODUCTION

Lumber	42.0
Gold	39.9
Copper	35.5
Petroleum	16.4
Natural Gas	17.2
Natural Gasoline	21.5
Silver	14.9
Mercury	84.4
Tungsten Ore	28.3
Tungsten Concentrates	60.0
Boron Minerals	99.9
Sodium Salts	77.8
Cement	12.8

Lumber—U. S. Bureau of the Census, 1941

Petroleum—U. S. Bureau of Mines, 1941

Cement—Census of Manufacturers, 1939

All others—U. S. Department of the Interior, 1940, 1941

All western states are producers of minerals. California alone supplies more than 60 commercial mineral substances—gold, silver, tungsten ore and concentrates, quicksilver, copper, lead, magnesium, feldspar, fuller's earth, granite, limestone, borates, cement, clay, soda, salt, silica and many others—1946 total value \$559,449,000. Estimated total for 1947 is \$744,731,000.

Petroleum—in 1947, 332,468,000 barrels valued at \$564,531,000, and cement—with an output of 22,400,000 barrels with a value of \$37,194,000—are among the leaders.

## 1947 CALIFORNIA MINERAL PRODUCTION

Fuels	\$609,874,000
Metals	26,458,000
Structural Materials	71,294,000
Industrial Materials	15,175,000
Salines	22,500,000
Total Mineral Production	\$744,731,000

Source: California State Division of Mines

Metropolitan Oakland Area is a leading lumber distributing center, all three Coast states being large producers of redwood, Douglas fir, sugar pine, ponderosa pine and other lumbers.

From foreign countries come copra, glass, steel, silica, zinc and other products, frequently as ballast.

California is one of the richest agricultural regions in the United States, and farm products of both the state and Alameda County serve as the raw materials for canning, dehydrating, freezing and other food processing plants. (See page 51.)

## Research facilities

Engineering and other technical schools of the University of California in Berkeley, and of Stanford University in Palo Alto insure the availability of research scientists skilled in almost every field of industry. The Radiation Laboratory cyclotron at the University of California is world famous.

Facilities of Western Regional Research Laboratory of the U. S. Department of Agriculture in Albany are available to manufacturers in food, agricultural and chemistry fields.

There are several manufacturing company laboratories whose services are available also to manufacturers in related lines, as well as many public research laboratories and private research concerns.



## 48% more power

### than Grand Coulee and Bonneville combined

PLANTS of Metropolitan Oakland Area receive their power from one of the largest integrated systems in the world, a vast interconnected network of power lines extending from the Sierra Nevada to the sea, and 500 miles in length.

Power for these 50,000 miles of transmission and distribution lines is generated in hydroelectric plants in the Sierra, supplemented by steam electric standby plants in a few of the larger cities.

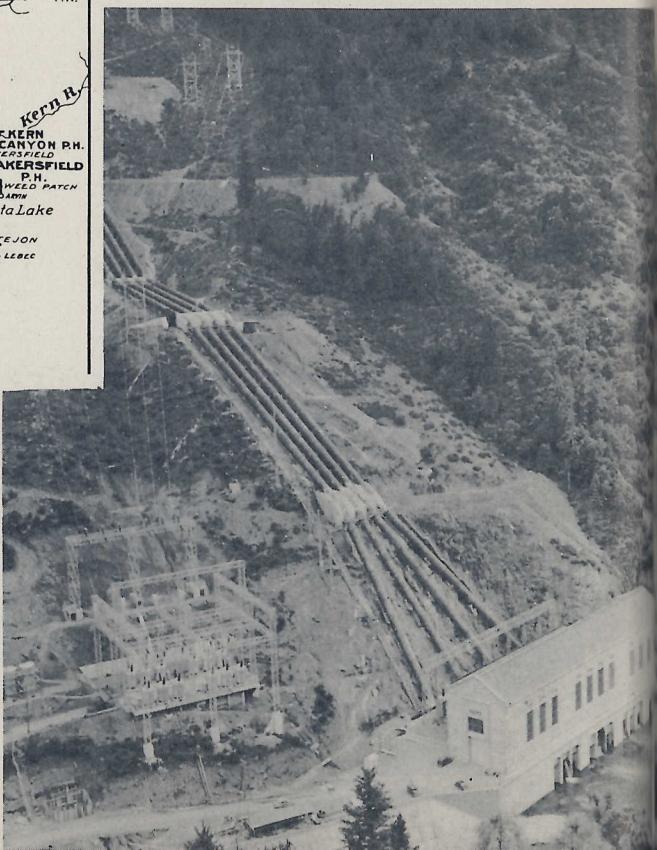
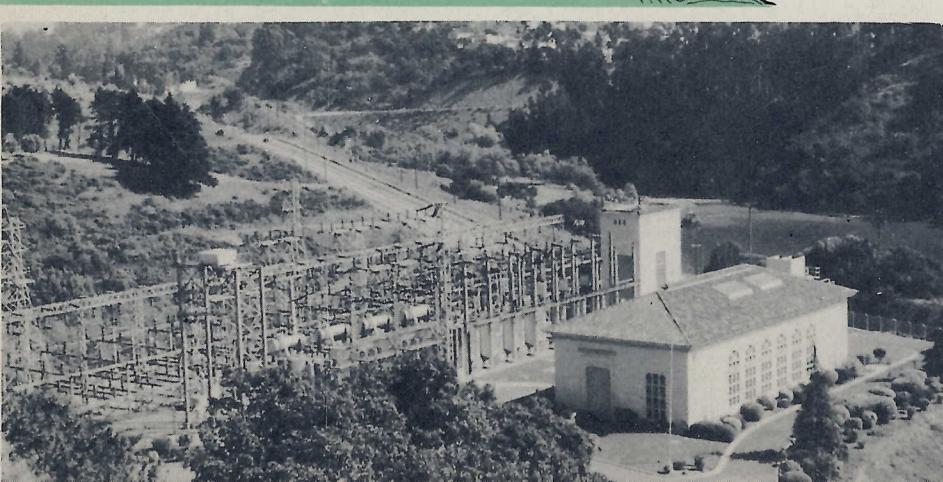
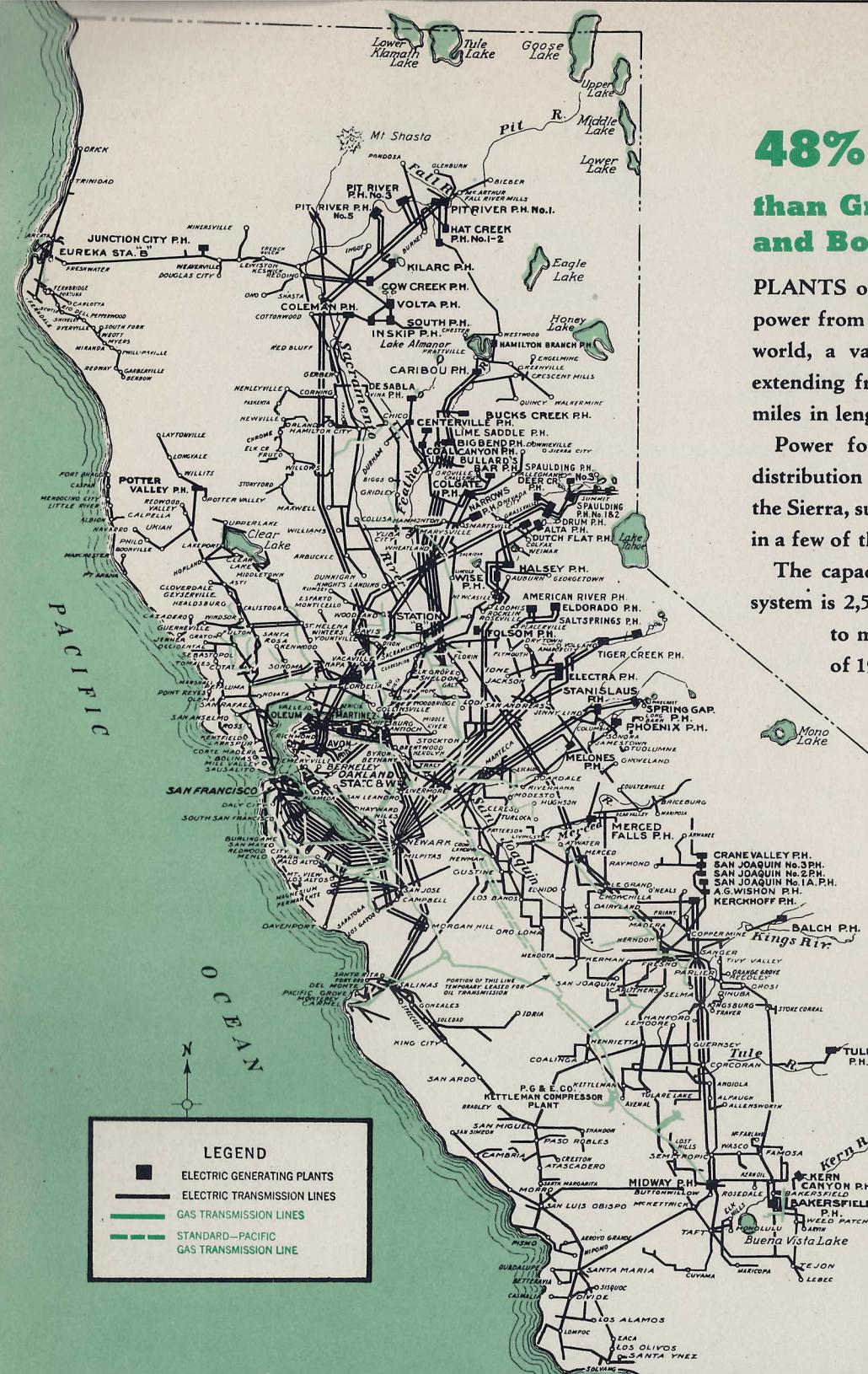
The capacity of the 71 plants of the interconnected system is 2,575,000 horsepower, which will be increased to more than 4,000,000 horsepower by the end of 1951. Energy also is procured under purchase agreements, including that with the huge Shasta Dam of the California Central Valley Project.

Federal Power Commission figures show that rates for industrial electricity are among the lowest in the Nation.

Below—Pacific Gas & Electric Co.'s, Pit 5 Powerhouse on Pit River, Shasta County. Capacity, 214,477 horsepower.

Below Left—Claremont Substation, switching station for Oakland and nearby communities. Extensive additions are being made to Claremont's facilities.

48



**Cost of Industrial Lighting and Power**  
(Power and lighting on same meter)

Demand	Monthly Delivery	Average Cost Per RW Hour
1000 kilowatts	400,000 KWH	\$.0085
	200,000 KWH	.0114
300 kilowatts	120,000 KWH	.0094
	60,000 KWH	.0126
75 kilowatts	30,000 KWH	.0118
	15,000 KWH	.0154

NATURAL GAS is piped from the Kettleman Hills field in the San Joaquin Valley, where it is a by-product of oil production, and from the Rio Vista dry gas field, north of Metropolitan Oakland Area.

The cleanliness of this fuel results in freedom from smoke, a decided benefit to the Area.

**Cost of Industrial Gas**

Monthly Delivery	*Average Cost per 1000 cu. ft.
50,000,000 cu. ft.	34.60 cents
5,000,000 cu. ft.	34.62 cents
500,000 cu. ft.	34.76 cents

\*As of November 1, 1948. 1050 B.T.U./cu. ft.

FUEL OIL comes from the refineries of four of the leading oil companies, located but a few miles distant. Prices are very reasonable.

GASOLINE is produced by local and nearby refineries, and is marketed by the large companies at the same price as to the service station operator.

COAL and COKE of higher grade also are available. Bituminous slack in carload lots, delivered, costs

from \$9.95 to \$11.35 a ton. Domestic foundry coke costs about \$22.30 a ton delivered.

**Soft mountain water**

THE CITIES of the Metropolitan Oakland Area, together with a large unincorporated area, have in common a \$86,000,000 water supply and distributing system for industrial and commercial use.

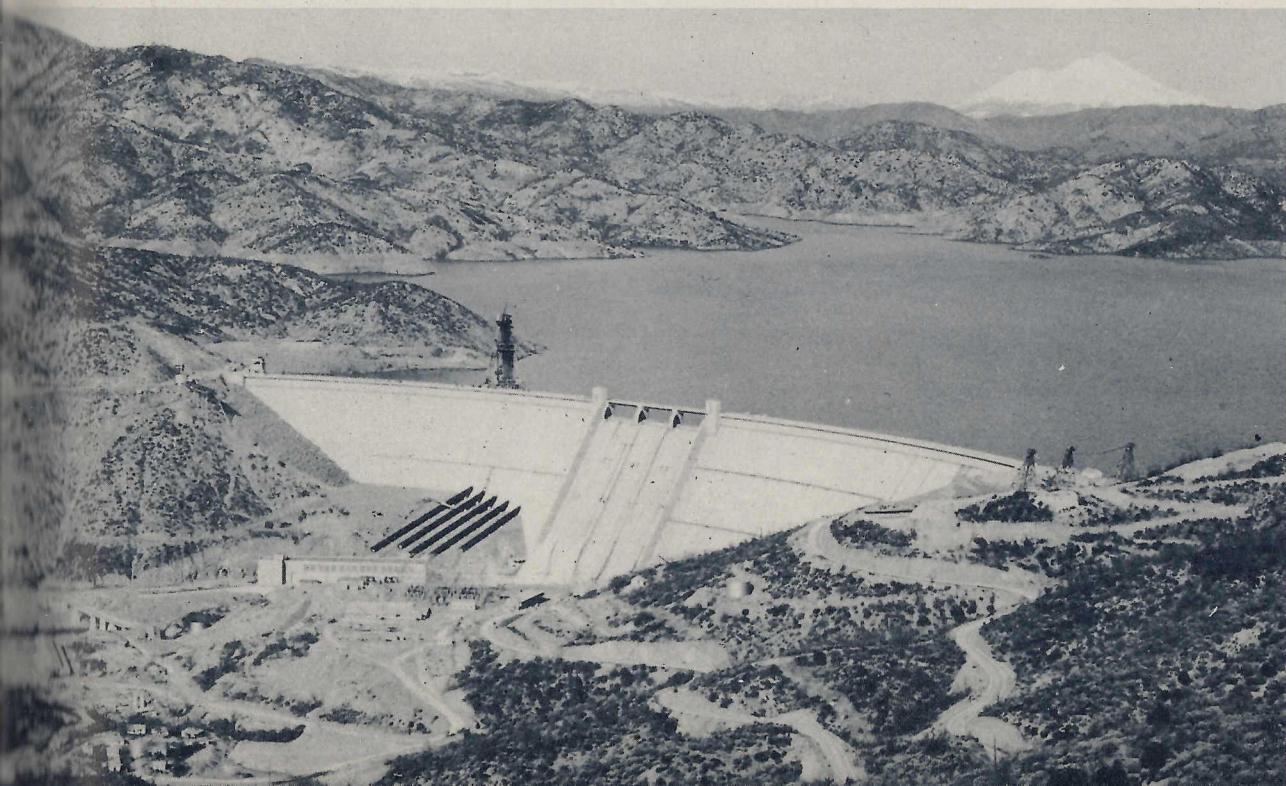
A 94-mile aqueduct brings the water from Pardee Dam, the main storage for Mokelumne River watershed in the Sierra Nevada. In the spring of 1949 a second aqueduct will raise the potential capacity of the system to 200 million gallons daily. Chemical analysis shows the water to be one of the softest and most satisfactory in the country.

Cost per hundred cubic feet starts at 22 cents for the first 3300 cubic feet, and is graduated to 12 cents for over 333,300 cubic feet per month.

**East Bay Municipal Utility District Mineral Analyses of Treated Waters from the Principal Sources of Supply June, 1947**

(Results, except for pH, are expressed in parts per million)  
(1 grain per gallon = 17.1 parts per million)

MINERALS	Mokelumne	San Pablo	Upper San Leandro	Chabot
Sodium (Na)	4.9	11.1	22.0	32.2
Magnesium (Mg)	1.0	3.9	16.4	21.4
Calcium (Ca)	6.7	18.8	38.9	47.3
Chloride (Cl)	5.0	10.0	18.0	27.0
Sulfate (SO <sub>4</sub> )	1.6	17.3	46.1	67.0
Alkalinity (CaCO <sub>3</sub> )	23.0	55.0	139.0	168.0
Silica (SiO <sub>2</sub> )	8.5	3.1	3.5	1.5
Iron (Fe)	0	0	0	0
Manganese (Mn)	0	0	0	0
Aluminum Oxide (Al <sub>2</sub> O <sub>3</sub> )	0.8	2.8	0.7	2.0
pH	9.3	8.2	7.8	8.1
Total Dissolved Solids	37.0	92.0	227.0	306.0
Fluoride (F)	Tr	0.05	0.15	0.05



The generating plant of Shasta Dam of Central Valley Power Project supplies power to the vast distributing system that serves our factories. Capacity output, 375,000 kilowatts.

(Official photo, U. S. Bureau of Reclamation)

# Labor supply

DURING the war years the tremendous increase in manufacturing activity in Metropolitan Oakland Area caused by production of ships and other war material resulted in an influx of workers, many of whom have remained here.

This industrial community now has a total of 56,600 skilled and unskilled factory workers (as of August 1947, the latest available figures), an increase of 109.3% over the 1939 average. Total weekly factory payroll, \$3,366,600, an increase of 361.8%.

Together with adjacent Contra Costa County and San Francisco, San Mateo, and Marin Counties, the San Francisco Bay Industrial Area has a labor supply of 138,000 production workers.

## Production workers and payrolls

For all Manufacturing Industries in San Francisco Bay Industrial Area<sup>1</sup>

	Alameda	Contra Costa	San Fran- cisco	San Fran- cisco Bay Industrial Area <sup>1</sup>
<i>Number of Production Workers<sup>2</sup></i>				
1939—Average	27,040	13,787	31,789	76,374
1947—August	56,600	20,900	45,800	138,800
Percent Increase	109.3	51.6	44.1	81.7
<i>Total Weekly Factory Payrolls</i>				
1939—Average	\$ 729,000	\$ 425,000	\$ 860,000	\$2,134,000
1947—August	3,366,600	1,243,100	2,792,900	8,330,800
Percent Increase	361.8	192.5	224.8	290.4

<sup>1</sup>Includes Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties.

<sup>2</sup>Does not include Administrative, Supervisory, Sales, Technical, and Office Personnel, and Force-Account Construction Workers.

Source: State of California Department of Industrial Relations, Division of Labor Statistics and Research.

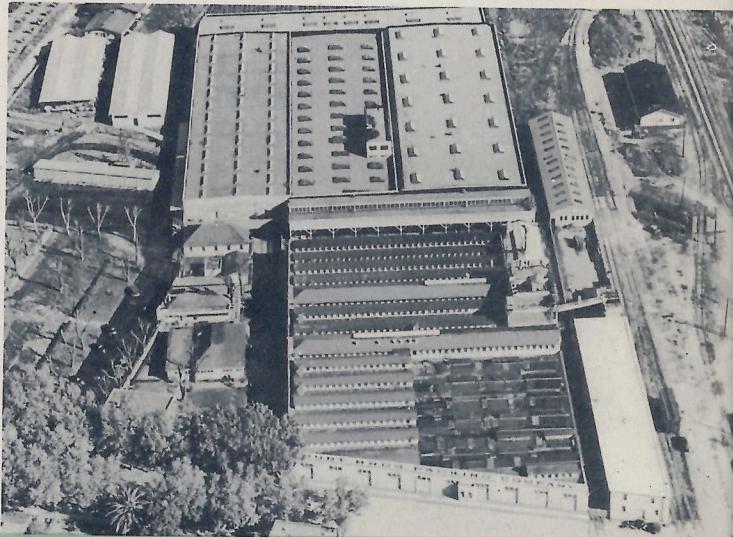
LABOR AND MANAGEMENT, with the cooperation of the State of California Department of Industrial Relations, conduct an apprentice training program which rotates the apprentice through all the job processes of his chosen trade, thus providing thorough training *while working*. More than 4500 apprentices are enrolled.

THIS is not "Just another factory town". Metropolitan Oakland Area's mild climate, the residential and scenic attractions make living and working here much more enjoyable.

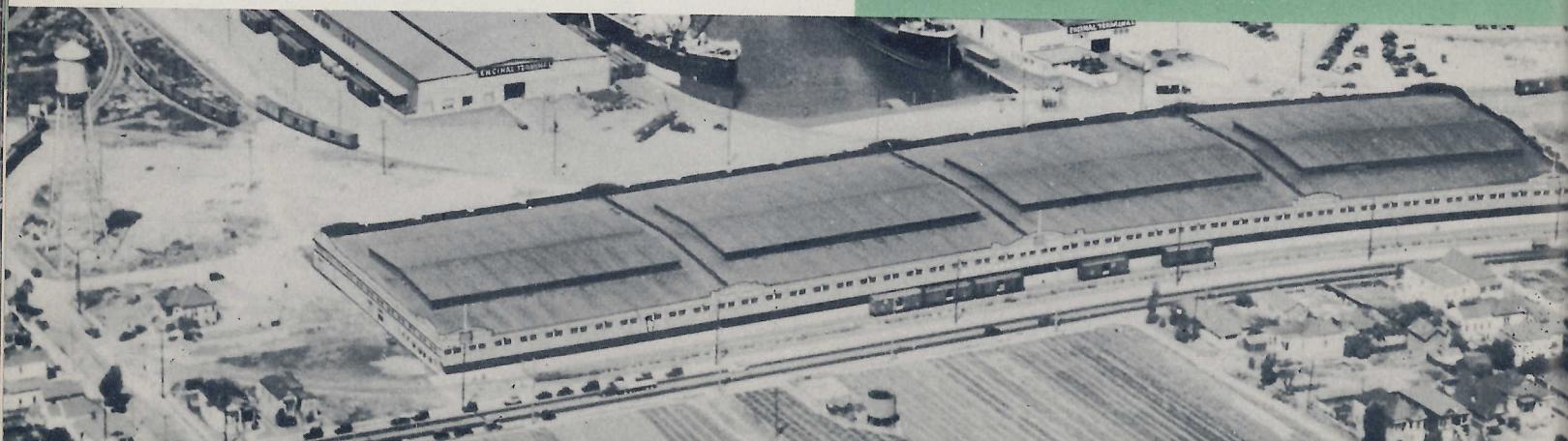
Many workers live within walking distance of factory or office. Employees and employers alike may have scenic homes in the hills overlooking the cities and the magnificent bay, or combine the advantages of city and country by residing in nearby rural areas. Flowers, vegetable garden, patio and year-around-outdoor living may be enjoyed by all.

The mean variation between midsummer and mid-winter is only 32 degrees, and the same weight clothing may be worn throughout the seasons.

Equable weather conditions with no extremes of heat and cold result in a minimum of time lost from work because of colds, sickness, or bad weather.



Huge canneries are located near the farms. One of them is Hunt Foods, Inc., Hayward.



California Packing Corporation (Del Monte), Alameda. This corporation has 10 plants in Metropolitan Oakland Area

## Our agricultural industry

CALIFORNIA'S cash farm income for 1947 topped 2 billion dollars. Of the 200 counties in the United States that have the largest net cash farm incomes

- the first four are in California
- three of these are in Northern California
- 13 of the first 25 are in California

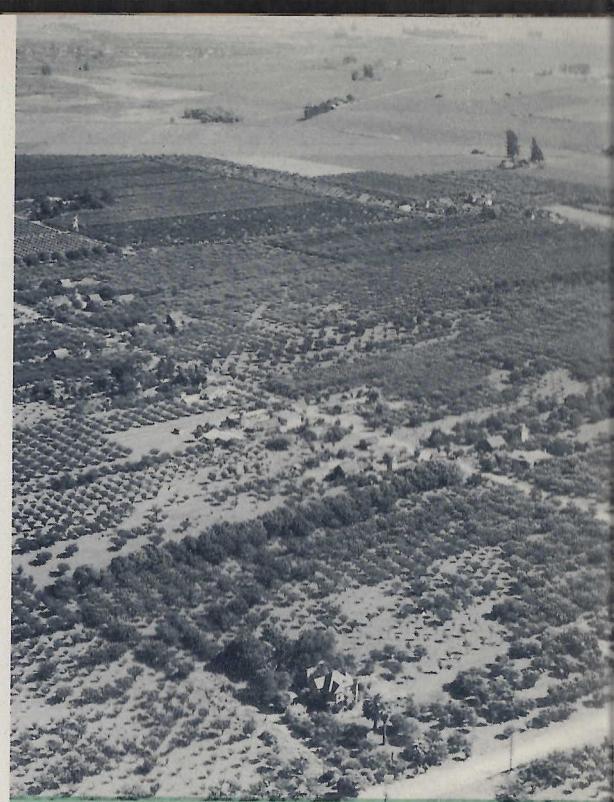
The Pacific Coast stands higher than any other section in the electrification of its farms. United States average, 44.9 per cent. Pacific Coast, 89.5. California, 96.3.

Metropolitan Oakland Area (Alameda County) has a large and varied 243,000-acre agricultural industry with a total production for 1947 of \$28,766,000, an increase over 1940 of 71.2 per cent.

More than \$10,000,000 of apricots, cherries, peas, tomatoes, spinach, rhubarb, cauliflower, and other products are grown in the southern part of the County.

Hayward, Livermore, Pleasanton, Niles, Newark, Alvarado, Decoto, Mission San Jose and Sunol are the centers of this rich agricultural section.

Canneries and drying yards process from one-third to one-half the crop of many fruits and vegetables, in some cases practically the entire crop. Huge canneries and packing houses are located near the farms



243,000 acres of some of the richest farm land in the country produce nearly \$36,000,000 worth of fruits, vegetables, other farm products.

or at shipping terminals a few miles away. Many world famous wines come from the vineyards around Livermore and Pleasanton.

Flower and seed culture is an enormous industry, more than \$7,000,000 worth of flowers and seeds being shipped annually. Flowers are shipped by air express to New York and other cities throughout the Nation.

Alameda County is one of the large poultry raising sections and chickens, squabs and eggs have an annual value of approximately \$5,000,000.

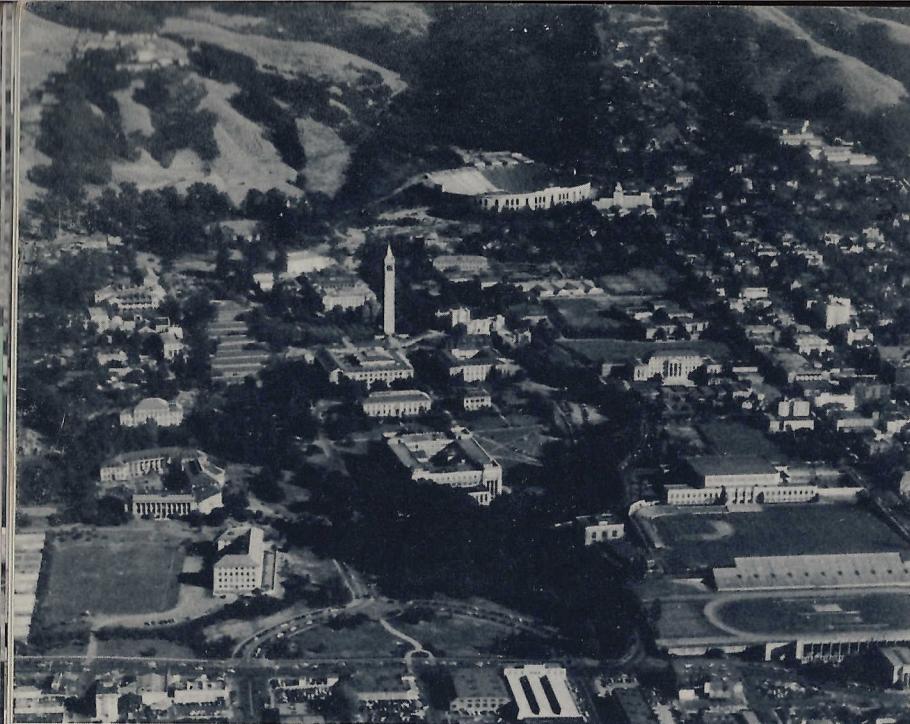
### Agricultural highlights

1947	Farming Area	243,340 Acres <sup>2</sup>	CROP OR PRODUCT	F. O. B. VALUE (1)		Per Cent Gain
				1940	1947	
Number of Farms	2,768 <sup>2</sup>		Tree & Vine Crops	\$ 556,825	\$ 2,195,000	
No. of Poultry Ranches and Hatcheries	1,566		Truck Crops	2,422,050	5,871,000	
Dairy Cows	10,500		Field Crops	2,090,000	2,429,000	
Acreage devoted to Nurseries and Greenhouses	4,600		Greenhouse Products & Nursery Stock	6,900,000	7,130,000	
Total Area of Glass	3,986,000 Sq. Ft.		TOTAL	\$11,968,875	\$17,625,000	4.73
			Poultry Products	1,846,280	4,925,000	
			Dairy Products	1,809,500	3,307,000	
			Livestock	1,176,500	2,909,000	
			TOTAL	4,832,280	11,141,000	130.6
			GRAND TOTAL	\$16,801,155	\$28,766,000	71.2

(1) The F.O.B. values represent return to the producers before deduction of the costs of preparation for market.

Source: 1947 Alameda County Acreage and Crop Report.

(2) 1945 Census of Agriculture.



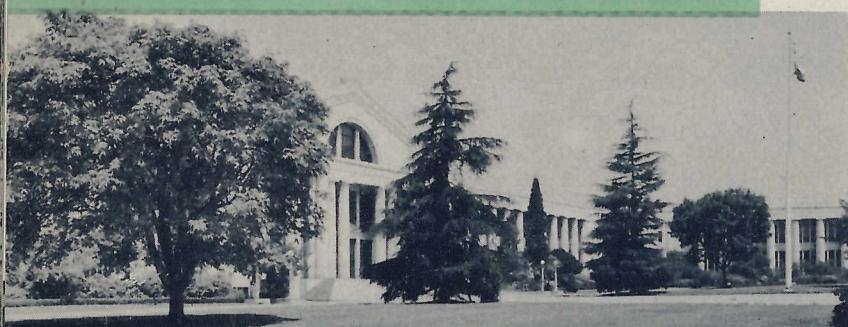
MILLS COLLEGE in Oakland is the leading college for women in the West and second oldest in the Nation.

AT UNIVERSITY OF CALIFORNIA in Berkeley (at left) 23,145 students are registered. This State university's eight campuses in California have a total of 43,424 students.

## Internationally famous educational center



95,759 students receive instruction from 3648 teachers . . .



in our 145 elementary schools, 18 junior high schools, 29 high schools . . .



and 4 trade and business high schools located in 38 communities of Alameda County.

METROPOLITAN OAKLAND AREA offers modern education from nursery school through university.

World-famous University of California, Berkeley, is largest in the Nation. Its instruction, research and extension services are consistently rated among the highest in country. Public schools of the various communities in the Area are known for the excellence of instruction, buildings, and equipment.

Evening classes, extension courses and trade schools offer additional opportunities.

### Partial List of Colleges in Northern California

#### BERKELEY

University of California  
Pacific School of Religion

#### OAKLAND

Mills College  
College of Holy Names  
California College of Arts and Crafts  
Concordia College

#### SAN FRANCISCO

University of San Francisco  
Sacred Heart College  
San Francisco College for Women  
San Francisco Junior College

#### FRESNO

Fresno State College University

#### MORAGA

St. Mary's College

#### PALO ALTO

Stanford University

#### SACRAMENTO

Sacramento Junior College

#### ST. HELENA

Pacific Union College

#### SAN ANSELMO

Marin Junior College

#### SAN RAFAEL

Dominican Convent

#### SANTA CLARA

Santa Clara College

#### SANTA ROSA

Ursuline College  
Santa Rosa Junior College

#### STOCKTON

College of Pacific  
Stockton Junior College





LAKE TEMESCAL nestled in Oakland's hills is popular for its swimming, fly casting, and picnics.



4300 ACRES OF REGIONAL PARKS stretch along the hills behind the cities. Hundreds of miles of riding and biking trails; water sports on Lake Anza; golf, tennis, camping and picnic facilities.

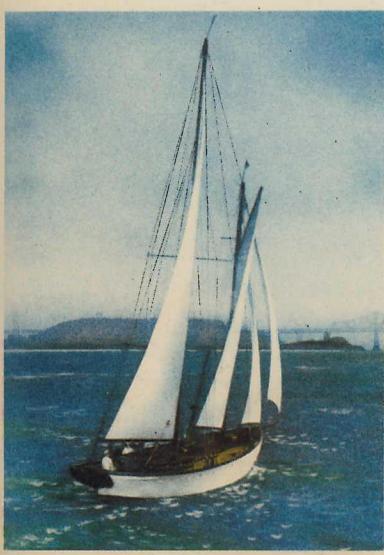
## Year 'round outdoor fun

In a setting of rolling hills, mountain and bay, canyons, sunny ranches and vineyards, Metropolitan Oakland Area offers an almost unbelievable variety of recreation, far more than offered by any other major industrial community. Within a few minutes or a few motor miles of home, any member of the family may enjoy his favorite sport, including swimming, salt and fresh water fishing, tennis, hunting, yachting, golf, riding, and many others.

All summer long the weather is clear, and even during the rainy winter season there are dozens of sunny days.



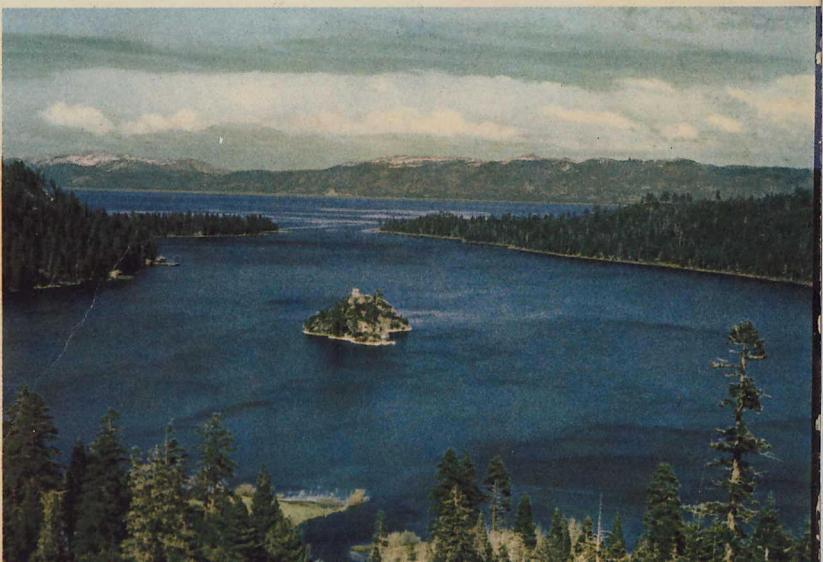
MIDWINTER NATIONAL GOLF TOURNAMENT is one of many evidences of the year 'round sports made possible by our mild yet invigorating climate.



YACHTING and motor boating on San Francisco Bay and Lake Merritt. Inboard and outboard motorboat races are held annually.

LAKE TAHOE, 6225 feet up in the Sierra Nevada . . . Yosemite's world - renowned scenery . . . the Mother Lode of the Days of '49 . . . Redwood Empire's forest giants . . . Monterey, Santa Cruz, Carmel on the blue Pacific . . . these are merely a few of the attractions within easy touring radius.

Close at hand: Breath-taking panoramas of Bay and its hill-home cities . . . San Francisco's Chinatown . . . Golden Gate Park, the beach and zoo . . . Marvelous Marin and the Peninsula.



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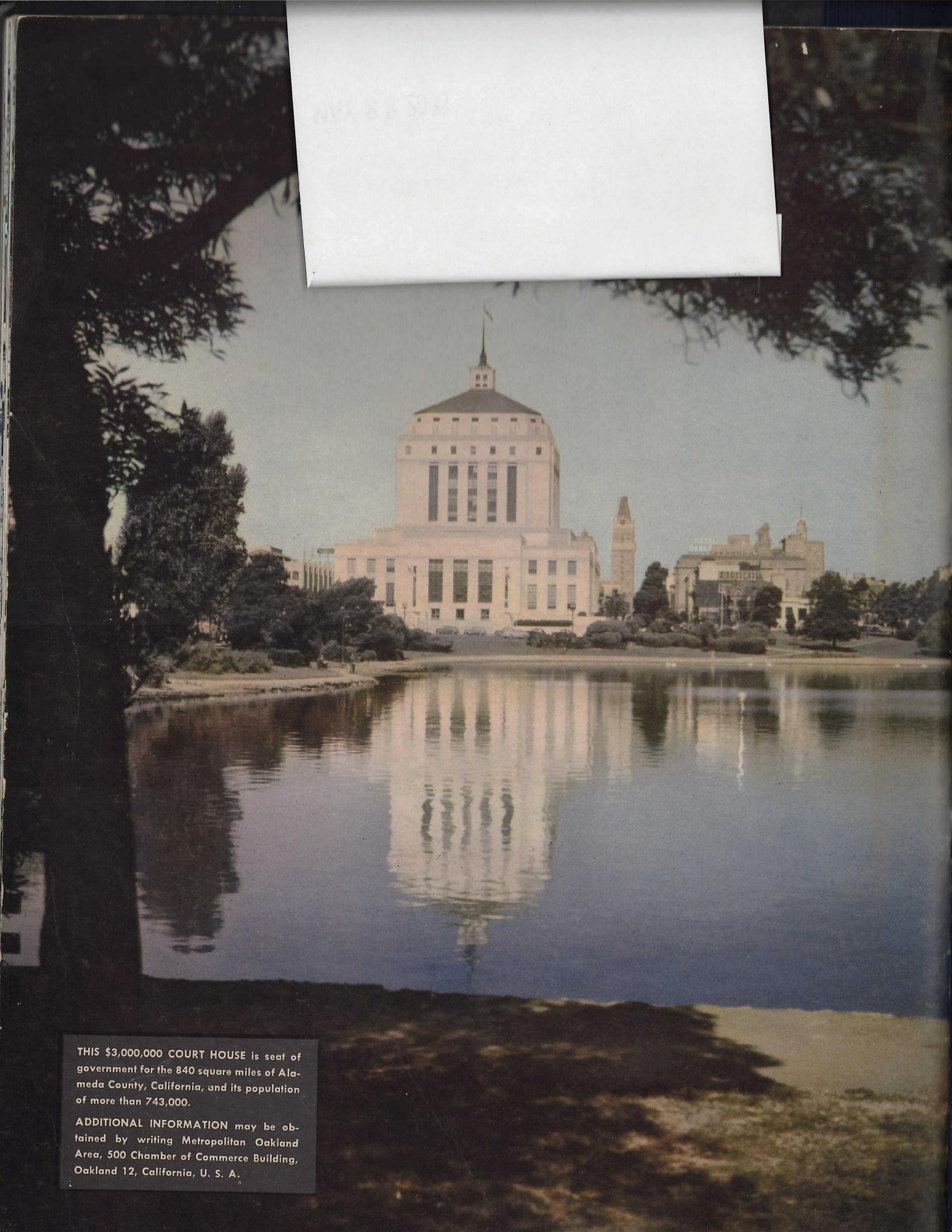
**THIS \$3,000,000 COURT HOUSE** is seat of government for the 840 square miles of Alameda County, California, and its population of more than 743,000.

**ADDITIONAL INFORMATION** may be obtained by writing Metropolitan Oakland Area, 500 Chamber of Commerce Building, Oakland 12, California, U. S. A.

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